**Department of Business:**

**Course Outline for MKT 1100, Section HD66**

**Essentials of Marketing - 3 Credits/3 Hours a week**

**SPRING 2019**

**Tuesdays, In Class, 11:30 – 12:45 p.m., and Thursdays “Online”**

**Professor Timothy W. Reinig**

**Contacting The Professor**: In the event that you need to speak with me concerning some aspect of the course, I can be contacted via e-mail at <treinig@citytech.cuny.edu>. If you choose to contact me by e-mail, be sure to identify yourself in the Subject Line as a student in this course. Otherwise, if I don’t recognize your return e-mail address, I may delete you as SPAM.

I may also be contacted (1) at 718.260.5767; (2) during my Office Hours in Namm 1011 on Tuesdays Thursdays from 1:00 to 2:00 p.m. or (3) by appointment at a mutually convenient time in my office.

**1) Pre-requisites & Co-requisites:** CUNY proficiency in Reading.

**2) Required Textbook(s) & Supplemental Material(s):** Marketing, 17th edition, by William M. Pride and O.C. Ferrell and published by Cengage Publishing.

The textbook is available directly from the publisher’s Web site at <http://www.cengagebrain.com> at various price levels that are more reasonable than those charged in the College book store, the most cost effective choice of which are the e-Chapters, rather than the entire hard copy or e-Book editions, since we are not using the entire text for this class**. We will only cover Chapters 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 14, 15 and 18.**

**Required Online Readings**: Each student is required to subscribe to all of the following free Marketing e-Newsletter publications by clicking on each of the following hyperlinks located in the “External Links” section on the left hand side of the online classroom’s homepage:

DM News Daily (subscribe at: <http://www.dmnews.com>);

IMarketingNews Daily (subscribe at: <http://www.dmnews.com>);

TM Tipline (subscribe at: <http://www.targetonline.com > (follow the link for the free e-newsletter));

INSIDE 1to1 (subscribe at: <http://www.1to1.com> (follow the link for

publications);

Direct Newsline (subscribe at: <http://www.directmag.com>).

In addition, each student may subscribe to the online edition of *The New York Times* and register for its free Advertising e-Newsletter. All you have to do is log on to: **<**http://www.nytimes.com> and fill out the registration page. Be sure to make a note of your username and password for future reference.

**Supplemental Materials:**

(1) As assigned by the professor; and

(2) Located on the Student Web Site at <http.www.pride-ferrell.com>. I highly recommend this Web site which includes some very useful study and review materials, including: (a) Audio Chapter Review MP3 Downloadable Files; (b) ACE Online Self-Test; (c) Online Flash Study Tutorials; (d) Internet Exercises; (d) Company Links; (e) Online Glossary, Chapter Summaries and Flashcards; (f) Marketing Plan Worksheets; and (g) Career Center.

**3) Course Description/Overview:** This is an online hybrid course, meaning it meets face-to-face and online over the World Wide Web via the Internet. On average, we will meet face-to-face once a week at City Tech in our 300 Jay Street, Brooklyn location. We will also meet once a week in an Online Classroom located through an educational software program called Blackboard that you access on your personal computer. You should plan on visiting the Online Classroom at least three separate days out of the seven-day week.

The course is an introductory survey of today's fast-paced, rapidly changing and interactive global marketing environment. The course will introduce contemporary marketing philosophies and practices as they are used for the advertising, selling and distribution of goods through brick and mortar stores, the Internet, World Wide Web and other electronic media. Effective marketing is all-important to the success or failure of any business venture, especially in the quickly evolving online environment of e-Business. All companies, and particularly e-Business leaders, spend significant percentages of their revenues on marketing to attract and retain loyal customers, sell merchandise of all kinds, and build brand awareness and recognition.

**4) Learning Objectives - Course Specific:** Upon satisfactory completion of this course, students will be able to:

1. name, define and relate key marketing concepts such as customers, target markets, the marketing mix, the exchange process, relationship marketing, and the marketing environment;

2. describe, discuss and explain the strategic planning process, including how

organizational resources and opportunities affect strategic planning;

3. interpret, apply and demonstrate how the forces of the marketing environment influence marketing strategy decisions through the application of environmental scanning and analysis;

4. analyze, compare and examine how organizations identify target markets and estimate market potential and forecast sales; and

5. create, design and formulate marketing strategies that add customer value to the exchange process resulting in increased customer satisfaction and loyalty that deliver enhanced revenue generation and profitability for a firm.

**5) Learning Objectives - General Education:** This course covers the following General Education Learning Objectives:

(1) The Development of Breadth and Depth of Knowledge and Lifelong Learning; (2) The Acquisition of Communication Skills, Including Inquiry and Analysis; (3) The Integration of Information Literacies; and (4) The Formation and Application of Professional and Personal Development, Ethics and Values, Community and Civic Engagement, and a Global and Multicultural Orientation.

**6) Student Learning Outcomes – Course Specific:** Upon successfully completing this course, students will have a theoretical and practical understanding of the strategies and techniques of contemporary marketing. Above all, students will learn how marketers are meeting the challenge to generate sales, cut costs, increase profitability and build brand recognition and consumer loyalty in both the business-to-consumer and business-to-business markets.

**7) Student Learning Outcomes – General Education:** Upon the satisfactory completion of this course students will have explored the following General Education Student Learning Outcomes:

(1) The Value of Knowledge and Learning; (2) The Ability to Use the Arts and Humanities as a Forum for the Study of Values and Ethical Principles; (3) The Ability to Pursue Disciplined, Inquiry-Based Learning in the Major; (4) The Acquisition of Tools For Lifelong Learning; (5) The Skills Necessary for Communicating in Diverse Settings and Groups Through the Use of Written, Oral and Visual Means; (6) The Ability to Understand and Employ both Quantitative and

Qualitative Analysis To Describe and Solve Problems; (7) Employ Logical Thinking; (8) Use Creativity to Solve Problems; (9) Gather, Interpret, Evaluate, and Apply Information Discerningly

From a Variety of Sources; (10) Demonstrate Intellectual Honesty and Personal Responsibility: (11) Discern the Consequences of Decisions and Actions; (12) Demonstrate Intellectual Agility and the Ability to Manage Change; (13) Transform Information into Knowledge and Knowledge Into Judgment and Action; (14) Apply Knowledge and Analyze Social, Political, Economic and Historical Issues; (15) Demonstrate Expanded Cultural and Global Awareness and Sensitivity; (16) Discern Multiple Perspectives; (17) Use Awareness of Cultural Differences to Bridge Cultural and Linguistic Barriers: (18) Demonstrate Proficiencies and Capabilities in Dealing With a Diverse Society; and (19) Communicate Across Cultural and Linguistic Barriers.

**8) CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York*. Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

**Plagiarism** is the act of presenting anotherperson’s ideas, research or writings asyour own.The following are some examples ofplagiarism, but by no means is it anexhaustive list:

**Internet Plagiarism** includes submittingdownloaded term papers or parts ofterm papers, paraphrasing or copyinginformation from the internet withoutciting the source, and “cutting and pasting”from various sources without properattribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here: <http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf>

**Online Etiquette and Anti-Harassment Policy:** The University strictly prohibits the use of University online resources or facilities, including Blackboard, for the purpose of harassment of any individual or for the posting of any material that is scandalous, libelous, offensive or otherwise against the University’s policies.

Online harassment can be any conduct involving the use of the internet that has the intent or effect of unreasonably interfering with an individual or group's educational or work performance at the University or that creates an intimidating, hostile, or offensive educational, work, or living environment. In some cases, online harassment may also be a violation of applicable criminal and/or civil laws. Online harassment on the basis of race, color, gender, disability, religion, national origin, sexual orientation, or age includes harassment of an individual in terms of a stereotyped group characteristic, or because of that person's identification with a particular group. Statements constituting “hate speech” toward and individual or a group are a violation of this policy.

Generally, a statement posted on an internet site, such as Blackboard, general message board, internet blogs, and the like, is libelous if it false and injurious to the

reputation of another. The intentional posting of libelous statements may also subject the responsible party to applicable civil penalties in a court of law.

The University is committed under this policy to stopping online harassment and associated retaliatory behavior. The University will promptly investigate any reported incidents suspected of violating the foregoing section. Anyone wishing to report any such incidents should first contact the Director of Student Services. A preliminary investigation into the matter will be conducted and the findings reported to the Dean for further investigation and action, if appropriate.

Any member of the CUNY online community who has experienced incidents of harassment is encouraged to report the complaint. This University considers violations of this online etiquette policy to be a serious offense. Anyone found to have used the University’s online services in violation of this policy is subject to punishment, including failing grades, suspension, and expulsion. As noted above, serious offenses may lead to criminal and/or civil liability.

**9) Grading Policy:** Final Term Grades will be based on the following criteria:

1. Mid Term Exam: 25%

2. Class Participation: 20%

3. Weekly Article Comments

and Case Studies: 30%

4. Final Exam: 25%

**Note that Class Participation includes participating in the online portion of the class. Students failing to post at least 60% of the Online Assignments will receive an automatic grade of “F” for the course.**

Students arriving more than 30 minutes late for an examination will not be permitted to take the exam.

There are no make-ups for an unexcused absence from a test or examination.

In addition, please review the “Digital Device Policy” for the course in “Class Rules” below.

**Extra Credit Projects**: Students who have not completed at least 60% of the weekly scheduled Online Assignments by the end of the semester, or who have inexcusably failed to complete any test or examination in the course **are not eligible to complete an Extra Credit Project**. The opportunity for a student to otherwise complete an Extra Credit Project is at the sole discretion of the professor.

**Course Expectations, Preparation and Participation**: Each student will be expected to complete the assigned readings and exercises and attend and actively participate in and contribute to the virtual and in-class discussions.

**Weekly Marketing Article Comment Reviews**: Every week each student must read and post to the “Discussion Board” a brief summary of an article of the student's own choosing that appeared in the weekly Required Online Readings. The article chosen need not necessarily focus on a topic currently being studied in the course, but may concern material either already studied or that will be covered in the course in the future.

The “Article Comment” must include the following: (1) the name, date and author of the publication from which the article was chosen; (2) a posted hyperlink to the article; (3) a summary, in the students' own words, of what the article is about; and (4) the relationship between the topic of the article chosen and a topic or topics being studied in the course.

Most importantly, in addition to each student posting their own "Article Comment," every student is also required to briefly comment on no less than three (3) of the postings of their fellow classmates, especially if other students chose the same article as the student, and award the Comments a rating of between 0 to 5 Stars by entering the rating in the box that appears in your responsive thread. Criteria for the ratings are found in the “Peer Review Criteria” memo located in “Course Documents” which you should read carefully.

**Class Rules**:

1. According to page 34 of the Student Handbook, “The use of cell phones is prohibited in classrooms . . . [and] any other areas where instruction . . . is taking place.” Accordingly, the use of cell phones, smart phones, or any other wireless hand held device in this class is **strictly prohibited**.

Both anecdotal evidence and recent empirical studies indicate that while such devices can, in certain contexts, serve as an aid to academic scholarship, their use during actual instruction and study is a severe distraction that results in poorer academic performance and grade point averages.

Moreover the use of such devices in many social and professional settings, particularly professional meetings, is generally considered to be rude and, in certain instances, absolutely forbidden. For example, in most U.S. courtrooms such devices are not even allowed into the room, let alone used, and are temporarily confiscated by court officers at the courthouse door.

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

a. First Infraction: Cautionary reminder and warning;

b. Second Infraction: 5-point deduction from the student’s class participation grade;

c. Third Infraction: Additional 10-point deduction from the student’s class participation grade;

d. Fourth Infraction: Additional 15-point deduction from the student’s class participation grade;

e. Fifth Infraction: The student will receive an automatic grade of “F” for class participation.

2. Students are expected to conduct themselves at all times in a responsible and professional manner. Food and/or beverages are not permitted in the classroom.

3. Each unexcused failure to participate in the course will result in a 4-point deduction from the class participation grade.

4. Each unexcused late arrival or early departure from an in class lecture will result in a 2-point deduction from the class participation grade.

5. Students may not leave the classroom during an exam absent extreme circumstances (e.g., sudden illness, in which case you will be required to do a make-up exam). Leaving the classroom during an exam will result in an automatic grade of “F” for that exam without any opportunity to complete a makeup exam.

6. Students arriving more than 30 minutes late for an examination will not be permitted to take the exam.

7. Stop me during class or e-mail me if you do not understand something presented in the class lecture or in the Online Classroom.

8. Contact me if you have further questions or concerns regarding the material or any other aspects of the course.

**10) Grading System:**  All grades will be based in proportion to the following scale:

A = 93 - 100

A- = 90 - 92.9

B+ = 87 - 89.9

B = 83 - 86.9

B- = 80 - 82.9

C+ = 77 - 79.9

C = 70 - 76.9

D = 60 - 69.9

F = 59.9 and below

**11) Assessment Methods:** The following metrics will be used to assess student mastery of the Objectives of the Course: (1) the satisfactory, individual contributions of Responses to the Marketing Case Studies; (2) the satisfactory submission of individual Weekly Marketing Article Comment Reviews, as described below; (3) a satisfactory record of class preparation and participation; (4) the receipt of a passing grade on the Mid Term Examination; and (5) the receipt of a passing grade on the cumulative Final Examination.

**Assessment Rubrics:** Assessment Methods will be evaluated according to several Grading Rubrics that can be found in a file entitled “Grading Rubrics” located in “Course Documents” in our Online Classroom. Students are encouraged to review these Rubrics so that they will have a complete understanding of how the professor will evaluate student work completed in the course.

**12) Course Technology:** BlackBoard.

**Technology Prerequisites**: In order to fully participate in this course, you will need each of the following:

1. You should have access to and be able to use an Internet browser.

2. You will need an e-mail account and should be comfortable using it. Note that all City Tech students have a campus e-mail account that will be used by me throughout the semester to send group e-mail messages.

3. You need access to a computer with at least 32 MB RAM and an Internet connection via a minimum of a 28.8 modem or, ideally, the college T1 line.

**Logging Into Our Online Classroom**: When you participate as a student in an online hybrid course, you will be attending some of your classes online and some in the traditional classroom. You meet face-to-face with me on the average of once a week for

lectures, reviews and examinations. Wemeet online to participate in weekly discussions and special assignments.

How do we meet online? You go to the Online Classroom, which is located through Blackboard. Blackboard, which is an educational software platform, is accessed through the CUNY Portal Web site.

1. **Registering With CUNYFirst.**

If you are not already registered with CUNYFirst, open your browser and go to <<https://home.cunyfirst.cuny.edu>>. Then, on the Login Page, click on the “First Time” users link.

On the “Account Activation” page, enter your First Name, Last Name, Date of Birth, Last 4 digits of your Social Security Number, and the CAPTCHA text (this is the encrypted security graphic which is generated for you to retype in the designated space provided).

a. Note: Use your name of record with correct capitalization for the First Name and Last Name fields.

b. Note: Date of birth should be entered in mm/dd/yyyy format e.g. 11/30/1978.

c. Note: If you are not certain of the information requested, it is recommended that you contact the Office of Registrar.

Then click on the “O.K.” button to complete the process.

2. **Accessing Blackboard and Our Online Classroom.**

Once you are registered with CUNYFirst, you can access Blackboard to get to our Online Classroom by doing the following. First, log into the City Tech Web site <[http://www.citytech.cuny.edu](http://www.citytech.cunyedu)>. Once you are on the CityTech homepage, go to the “Quicklinks” dropdown menu. Then, locate and click on the “Blackboard” hyperlink. Then, enter your CUNYFirst Username and Password and click the log in button.

Once you have done so, you will see a list of all the online classes you are currently enrolled in. Find and click on the link for our class and you will then be taken to the home page of our Online Classroom.

3. **Navigating Through Our Online Classroom.**

Once you are in our Online Classroom, look over the homepage. A navigation bar will always appear on the left side of your screen. Note the hyperlink for “Discussion Board.” During the semester you will need to go to the Discussion Board frequently. It is important that you participate and share ideas by posting responses on the “Discussion Board” in response to the assignments discussed in the Class Schedule below.

The “Discussion Board” will function as the main hyperlink between class participants. It need not be limited to the specific assignments given by me, but should be a place where together all members of the class can meet to solve marketing and assignment problems. While I may monitor these particular online classroom discussions, it will not be on any set schedule but I may, at times, "chime in" to give you additional guidance and insights as the topics may warrant.

In addition to the “Discussion Board,” here some other areas to visit on a regular basis:

“Course Documents” -- The syllabus, mini-lectures, handouts and important course information, such as the Grading Rubrics, can be found here. Each week you should check in with the Course Documents section to see documents posted here for the completion of your weekly online assignments by clicking on the hyperlinks to open them.

“Assignments” -- Your assignments for each week are found here. All assignments are due by no later than 11:59 p.m. each Tuesday.

**The Virtual Schedule:** We are in a virtual world and time can easily slip by. It is important that you participate on a regular basis in the discussions and assignments so that you can gain knowledge from the experience of others involved. For the maximum benefit, participate in the discussion 5 days of each week. At a minimum, you should participate 3 days of each week. Note that the Blackboard system indicates the date and time of log-ins and postings so that I can keep track of your attendance in our Online Classroom and base your grades on a specific number of visits, postings or amount of postings per week as required in this Course Syllabus.

If you have any problems posting to the system or cannot meet a deadline, send an e-mail to me. Technical problems and student support may be addressed to CUNY at 212.541.0981.

If you are new to learning in a virtual environment, do not be alarmed or concerned by this new experience. I am here to help and guide you through the course. You will soon discover that the Online Classroom in Blackboard is very intuitive and easy to figure out.

**13) Class Schedule**

Week Subject Text

1/28 – 2/3 AN OVERVIEW OF STRATEGIC MARKETING Ch. 1

This chapter presents an overview of strategic marketing and provides a general framework for studying the field of marketing. A working definition of marketing is explored in depth, covering key marketing concepts such as customers, target markets, the marketing mix, the exchange process, relationship marketing, and the marketing environment. The marketing concept is presented as well, including its basic components, its development, and its implementation. The concept of value, with a focus on customer demand, is covered, as well as the process of marketing management. Finally, the importance of marketing in a global society is explored.

2/4 – 2/10 PLANNING, IMPLEMENTING & CONTROLLING MARKETING STRATEGIES Ch. 2

This chapter focuses on strategic planning, beginning with an overview of the strategic planning process. Next, an examination of how organizational resources and opportunities affect strategic planning, and the role played by the organization's mission statement, are explored. The development of both corporate and business-unit strategy is presented as well as the nature of marketing strategy and the creation of the marketing plan. Finally, the implementation of marketing strategies, the organization of the marketing unit,

and the marketing control process is examined.

2/11 – 2/17 THE MARKETING ENVIRONMENT Ch. 3

In this chapter the forces of the marketing environment are examined which can have a profound influence on marketing strategy decisions. First, the importance of environmental scanning and environmental analysis is examined. Two general approaches companies use to respond to environmental forces are covered as well. Then, an exploration of the impact of competitive, economic, political, legal and regulatory, technological, and sociocultural forces in the marketing environment is analyzed.

2/18 – 2/24 SOCIAL RESPONSIBILITY & ETHICS IN MARKETING Ch. 4

In this chapter the importance of social responsibility and ethics in marketing decision-making, and their incorporation into strategic planning is analyzed, especially as they impact international and global marketing strategies.

2/25 – 3/3 MARKETING RESEARCH

& TARGET MARKET ANALYSIS Ch. 5

This chapter focuses on the ways of gathering information needed for marketing decisions. First, the role of marketing research in decision-making and problem solving is explored. Also covered is the five step process used in conducting a marketing research project: 1) locating and defining problems or research issues; 2) designing the research project; 3) collecting data; 4) interpreting research findings; and 5) reporting research findings. Then the methods of gathering marketing research data is explored, including the various sources of secondary data. Primary data collection methods are presented in detail, with a focus on sampling, survey methods, observation methods, and experimentation. Also, new technologies, such as the Internet, are examined for the way in which they aid marketers in collecting, organizing, and interpreting marketing research data. Finally, ethical and international issues in marketing research are explored.

3/4 – 3/10 TARGET MARKETS: SEGMENTATION, EVALUATION

AND POSITIONING Ch. 6

This chapter covers: 1) a review of the definition of a market; 2) how organizations identify target markets; and 3) how to estimate market potential and forecast sales. First, the characteristics that groups must possess to be considered a market are discussed. Then, the five steps in the target market selection process are explored in detail. Three targeting strategies are described: undifferentiated, concentrated, and differentiated. In addition, the process of choosing segmentation variables and the types of variables that marketers use are discussed in detail. Finally, how to evaluate market potential and forecast sales is considered.

3/11 – 3/17 CONSUMER BUYING BEHAVIOR Ch. 7

This chapter defines buying behavior and consumer buying behavior. How the customer's level of involvement affects the type of problem solving employed is discussed and the types of consumer problem-solving processes is explored, including routinized response behavior, limited problem solving, extended problem solving, and impulse buying. The major stages of the consumer buying decision process are then examined, including: 1) problem recognition; 2) information search; 3) evaluation of alternatives; 4) purchase; and 5) post purchase evaluation. Finally, the situational, psychological, and social influences on the consumer decision-making process are discussed.

3/18 – 3/24 MID TERM EXAMINATIONS

3/25 – 3/31 BUSINESS MARKETS & BUYING BEHAVIOR Ch. 8

In this chapter, the major types of business markets, including producer, reseller,

government, and institutional markets are examined. Next, several dimensions of business buying, such as the characteristics of transactions with business customers, the attributes of business customers and some of their primary concerns in making purchase decisions are explored. Business buying methods and the major types of business purchases are presented, as are the characteristics of demand for business products. Also discussed at length is the business (organizational) buying decision process. In addition, the major participants in the business buying decision processes are presented through an examination of the buying center. Finally, industrial classification systems and their usefulness to business marketers in planning marketing strategies are covered.

4/1 – 4/7 E-MARKETING, DIGITAL MEDIA

& SOCIAL NETWORKING Ch. 10

This chapter explores marketing on the fastest growing medium to date: the Internet. Opportunities for marketers to forge relationships with customers on an interactive basis are the focus. First, a definition of the concepts of electronic commerce and electronic marketing is covered. Then, examinations of the characteristics that differentiate electronic marketing from traditional marketing activities are analyzed in depth. Next, an exploration of how marketers use the Internet to build competitive advantages is covered. The concept of customer relationship management, introduced in Chapter 1, is reintroduced in this chapter

with a focus on how the Internet and information technology help marketers facilitate customer relationship management. Finally, important ethical and legal issues that affect Internet marketing are considered.

4/8 – 4/14 PRODUCT CONCEPTS Ch. 11

This chapter covers fundamental concepts relating to: 1) definition of a product; 2) consumer and business product classification schemes; 3) product mix and product line concepts; 4) product life cycles; and 5) product adoption processes. Definitions of each are provided and the basic relationships necessary for understanding the role of products in the marketing mix is examined.

4/15 – 4/18 BRANDING & PACKAGING Ch. 14

This chapter covers branding, packaging, and labeling. Each are explored in depth, including the concepts of brand equity, types of brands (manufacturer, private distributor, and generic), and brand name selection. Methods of protecting brands are discussed in detail,

including such issues as trademarks and protecting a brand from becoming generic. Also examined are branding policies such as individual branding and family branding. The strategies

of brand extensions and co-branding and their advantages and disadvantages are also discussed. Next, major packaging issues are examined, including the functions of packaging, packaging strategies, and various types of packaging. The chapter ends with a discussion of labeling.

4/19 – 4/28 SPRING RECESS

4/29 – 5/5 MARKETING CHANNELS &

SUPPLY-CHAIN MANAGEMENT Ch. 15

This chapter explores marketing channels and supply chain management. The functions of marketing channels, including the creation of utility and the facilitating of exchange efficiencies, are examined. Also explored is the justification for intermediaries. The types of marketing channels are then divided into those for consumer products and those for business products. In addition, the intensity of market coverage is explored. Next, the fundamentals of supply chain management is introduced, including channel leadership, cooperation, and

conflict, as well as vertical and horizontal channel integration. The chapter concludes by examining the role of physical distribution in the supply chain, including order processing, inventory management, materials handling, warehousing, and transportation.

5/6 – 5/12 ADVERTISING AND PUBLIC RELATIONS Ch. 18

This chapter presents a detailed discussion of two promotion mix ingredients-advertising and public relations. First, the nature and types of advertising is explained. Next, the major steps in developing an advertising campaign are analyzed. Then, who is responsible for developing advertising campaigns is discussed. Finally, this class will present a detailed discussion on Public Relations and its role in promotion.

5/13 – 5/15 ADVERTISING AND PUBLIC RELATIONS CONTINUED

5/16 – 5/22 THE FINAL EXAMINATION