



COURSE SYLLABUS

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COURSE: MKT 220 ADVERTISING AND SALES PROMOTION

HOURS: Lecture: 3 Lab/Shop: 0 Work Exp/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

PREREQUISITE(S): None

COREQUISITE(S): None

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

Open Educational Resources (OER) are listed in the course Moodle.

STUDENT LEARNING OUTCOMES:

Upon successful completion of this course, the student will be able to:

1. Explain use of advertising and sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Explain appropriate selection of media.
4. Discuss means of testing effectiveness of advertising and sales promotion.
5. Explain how advertising and sales promotion fits into the overall marketing mix.

****Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**