ADVERTISING & PROMOTION STRATEGY (M405)

CATALOG DESCRIPTION

How to develop and implement advertising, sales promotion, public relations, direct marketing, sponsorship marketing and personal selling strategies that convey a single voice to a firm’s customers’ attention with effective and efficient communications program; how to develop and use analytical and creative skills that successfully communicate a firm’s messages in both domestic and international markets.

Prerequisite: MKTG 351

COURSE OVERVIEW

This course provides a background and overview of the concepts, processes, and institutions in advertising and promotion domains, and relates them to broader marketing objectives and consumer decision making. Specifically, course content & goals can be divided into five main areas:

1. Understanding what a brand is, and the role of promotion and advertising in creating a strong brand identity
2. Relating the concepts of consumer behavior to promotion/advertising strategy, including attitude formation and decision making
3. Analyzing the means by which communication messages are developed, and how to create messaging that achieves objectives and is aligned with consumer information processing
4. Understanding the best means via which to deliver communications messages, including the various classes and vehicles available for message delivery (communications channels), and appropriate scheduling and targeting strategies (media planning)
5. Understanding metrics relevant to promotional strategies, both from an analytical and managerial perspective

HELPFUL ONLINE RESOURCES

Society for Consumer Psychology
http://www.myscp.org/
The 4A’s (Advertising Agency Association)
http://www.aaaa.org/Pages/default.aspx

Advertising Age
http://adage.com/

AdWeek
http://www.adweek.com/

CONTACTS

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