

COURSE DESCRIPTION

Marketing communication and promotions are all around you—influencing the foods you eat, the clothes you wear, the shows and movies you watch, the celebrities you follow, and the organizations you aspire to work for. Advertising is one critical marketing communication tool used by companies across industries, and this class will introduce you to traditional and digital advertising methods. This class will also introduce you to other promotional strategies that brands use to reach diverse consumers in the marketplace.

This marketing sub-field is evolving rapidly, leading some students to ask: should we throw out the old textbooks on advertising and promotion? The answer isn't a straightforward "yes" or "no." While technology has advanced and marketers have new tools at their disposal (e.g., social media platforms; various data sources), the fundamental principles of *strategic* marketing communication and promotion remain (and will remain) the same. Marketers will always need to think critically about a brand, a message, consumers who will receive the message, and the media (e.g., Instagram; TikTok; TV) through which the message will be delivered. This is a dynamic area for learning, as classic concepts are applied to new contexts.

Importantly, strategic marketing communication is a fundamental building block for *any* organization's success. Whether you're interested in pursuing a career in marketing or some other field, it's helpful to understand the *why* and *how* of marketing communication and promotion. The knowledge and skills acquired in this course will help you be more effective in whatever career you choose, and be a more educated consumer in society.

Through this course, you will gain a better understanding of the concepts, activities, and analyses that comprise strategic marketing communication and promotion management, and will get practice in addressing various marketing communication and promotion challenges. Classes will be devoted to discussing key concepts and applying them to current companies and events.

LEARNING OBJECTIVES

This course aims to equip you with the knowledge and skills needed to:

- describe marketing communication and promotion tools, as well as integrated brand promotion (IBP) and its relevance in consumers' lives and society.
- describe key players in the industry who are involved with developing, disseminating, and receiving marketing messages and promotional efforts.
- research and analyze consumers and identify target markets to inform marketing strategy.
- analyze companies within industries and understand a brand's positioning relative to the competition.
- compare various marketing communication and promotion tools and select those that will maximize effectiveness for a particular brand, message, and target market.
- develop a marketing communication and promotion plan for a company of interest.