

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS**

**BÍ: None**

**COURSE DESCRIPTION:**

This course studies integrated advertising, promotion, and marketing communications. Areas covered include advertising, management, design and strategies; the selection of media; the role of trade shows, consumer promotions, personal selling and public relations as it relates to marketing, and the impact of internet marketing. This is a marketing elective.

**MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:**

Define the role of advertising.

**Learning Objectives:** The student will:

B-1 marketing concepts

Determine the four tools of marketing, product, distribution, price, communication, and understand advertising's relationship to them

**GOAL C:**

Understand the role of public relations to message strategy and message execution of sales promotion.

**Learning Objectives:** The student will:

- C-1 Differentiate public relations from advertising
- C-2 Identify the most common types of public relations programs
- C-3 Distinguish the key decision in public relation planning
- C-4 Classify

**Learning Objectives:** The student will:

- F-1 Evaluate the factors that contribute to an effective advertising strategy
- F-2 Differentiate advertising media strengths and weaknesses
- F-3 Produce the structure of an (IMC) integrated marketing communication plan