

Course Project Requirements

<p>Course Title: Management of Advertising and Promotions</p>	<p>Course Number: MKT 09350</p>
<p>Course Frequency: <input type="checkbox"/> FALL <input checked="" type="checkbox"/> SPRING <input type="checkbox"/> WINTER <input type="checkbox"/> SUMMER </p>	<p>Credits 3</p>
<p>Course Description:</p> <p>This course involves provides students with an opportunity to apply the skills and knowledge gained to solve real marketing challenges. Students work in small, competing teams while collaborating with a business to evaluate, plan, and design tailored promotion plans and specific promotional pieces within project boundaries, determined by the collaborative business and students. Client-team meetings occur regularly throughout the semester.</p>	
<p>Course Learning Objectives:</p> <ul style="list-style-type: none"> • To understand the role of Marketing in the development and the translation of corporate objectives into promotion objectives, strategy and implementation. • To understand the relationship of the marketing management function to the advertising department, promotion department, market research, the advertising agency and other outside vendors • To gain insights into the nature of promotion to present a uniform message • To understand the major decision areas of consumers, the basic interrelationships of these decision areas, and how promotion appeals/influences consumers • To understand how to apply key frameworks and tools for analyzing markets, competition, and product and company strengths and weaknesses and create appealing promotions to effectively target consumers. • To develop the decision-making skills (communication, critical thinking, and problem solving) needed in today's business world. 	
<p>Target Projects:</p> <ul style="list-style-type: none"> • Market Plans • Social Media Plans • Competitive Research and Analysis • Promotional Plans • Market Research & Analysis • Industry Research & Analysis • Marketing Management Plans 	
<p>Client Expectations:</p> <p>We consider as the client (business owner)/consultant (the student) relationship. As such, and as a requirement of the course and Project-Based Learning program, we require our clients to:</p> <ul style="list-style-type: none"> • Clients are expected to attend a class 4x throughout the semester to present your organization and the problem you are expecting the students to solve as well as provide feedback • Provide students with necessary information to complete the project • Periodically, make yourself available for communication and potential meetings to discuss the projects progress • Attend an class at the end of the semester for a presentation of the results of the students findings and provide feedback on the materials and information received 	
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