

Student Learning Outcomes

Market 110 – Advertising

Students will demonstrate the ability to define advertising and to identify and explain the marketing mix

Students will demonstrate the ability to evaluate the three stages of the promotional life cycle and the primary marketing objectives in each stage

Students will demonstrate the ability to analyze the process of market segmentation through the use of psychographics and demographics

Students will demonstrate the ability to explain the component parts of a media plan

Students will demonstrate the ability to explain the advantages and disadvantages of television, radio, newspapers, magazines, outdoor advertising, and direct mail as advertising mediums

Students will demonstrate the ability to evaluate the various types of research preceding development of an advertising campaign