

**Hagerstown Community College
MASTER SYLLABUS**

COURSE: MGT 218 – Advertising and Public Relations – 3 credits

INSTRUCTOR: Stacey McGee

SEMESTER/YEAR: Spring 2017

COURSE DESCRIPTION: Students study the development, production, placement, and evaluation of advertising; they study public relations research, media relations, communications, and public relations writing; and they study sales promotion. Total of 45 hours of lecture.

TEXTBOOK: Launch! Advertising and Promotion in Real Time, v. 1.0, Michael Solomon, Lisa Duke Cornell, and Amit Nizan, eISBN: 978-1-4533-2685-5

Access can be purchased at the HCC Campus Store. Additional purchase options are available at the publisher’s website:

<http://students.flatworldknowledge.com/course/2537635>

A free, slightly modified version of the textbook can be accessed here:

<https://www.saylor.org/site/textbooks/Launch!%20Advertising%20and%20Promotion%20in%20Real%20Time.pdf>

or here:

https://saylordotorg.github.io/text_launch-advertising-and-promotion-in-real-time

STUDENT LEARNING OUTCOMES: Upon successful completion of the course, a student should be able to:

1. Define terminology and explain concepts of advertising
2. Explain the social, legal, and ethical aspects of advertising
3. Demonstrate an understanding of the role of advertising in integrated marketing communications
4. Recognize the factors that influence consumer behavior
5. Recognize the advantages and disadvantages of advertising with the various forms of media
6. Demonstrate an understanding of the role of public relations in integrated marketing communications
7. Demonstrate an understanding of the role of sales promotion in integrated marketing communications

ACCOUNTING FOR CREDIT HOUR REQUIREMENT

<i>For face-to-face class:</i>		
Assignment/Assessment	Clock Hours	Explanation
In-class instruction and activities	37.5	Time spent in class
Assigned readings and practice problems	40	Reading, note-taking, and practicing sample problems
Homework & Quizzes	45	Study time plus time to complete homework & quizzes
Exams	12	Study time plus time to complete exams
Total hours	134.5	
<i>For online class:</i>		

<i>For face-to-face class:</i>		
Assignment/Assessment	Clock Hours	Explanation
Online videos and other content	37.5	Time spent on a variety of online learning tools
Assigned readings and practice problems	40	Reading, note-taking, and practicing sample problems
Homework & Quizzes	45	Study time plus time to complete homework & quizzes
Exams	12	Study time plus time to complete exams
Total hours	134.5	

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.