Credit Hours: 3.0

Date Revised: Spring 02

Note: This course is not designed for transfer credit.

Catalog Course Description:

A study of planning and executing special events as part of promotional campaigns. The course includes designing advertising, writing press releases and managing the execution of a special event.

Entry Level Standards:

Students must be able to read and write at the college level.

Prerequisite:

ADV 2500

Textbook(s) and Other Reference Materials Basic to the Course:

O’ Guinn Advertising, SouthWestern, ITP 2000.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Public Relations Basics</td>
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<tr>
<td>2</td>
<td>Support Media &amp; Event Sponsorship</td>
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<td>3</td>
<td>Sales Promotion &amp; Direct Marketing</td>
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<td>4</td>
<td>Exam &amp; Interviews</td>
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<tr>
<td>5</td>
<td>Team Meeting: Career Week (CW)</td>
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<td>6</td>
<td>Preliminary Plan Due: CW</td>
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<td>7</td>
<td>Display Window Complete: CW</td>
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<tr>
<td>8</td>
<td>Team Meeting: CW</td>
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<tr>
<td>9</td>
<td>Team Meeting: CW</td>
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<tr>
<td>10</td>
<td>Career Fair: Division and Hardin Valley</td>
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Team Meeting: Prepare Portfolio

Team Meeting: Submit and Defend Portfolio

Public Relations: Cases/Writing exercises

Public Relations: Writing Exercises

Mock Interviews

Final Exam Period

II. Course Objectives*:

A. Demonstrate knowledge of sales promotion as a component of the promotion/marketing plan. I, II, VI, VII

B. Explain the purpose and components of public relations and understand how organizations can communicate effectively with their customers and other publics. I, II, VII

C. Demonstrate an understanding of direct mail as a component of the promotion/marketing mix. I, II, VII

D. Plan and produce a promotional or institutional display or campaign based on promotional goals and customer profiles. I, II, III, IV

E. Effectively present the results of a project both verbally and in writing. IV, V

F. Develop increased skill in negotiation and team leadership and/or cooperation. IV, V, VI

G. Understand and consider the ethical issues associated with promotion. I, II, IX

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Work in teams to plan and execute a special event, specifically, the Career Fair. Problem Solving and Decision Making Outcome, Personal Development Outcome, Transitional Strategy

2. Prepare and submit a written report summarizing special events. Communication Outcome, Information Literacy Outcome

3. Present the results of their special event orally. Communication Outcome

4. Create a display window to publicize special event. Communication Outcome, Active Learning Strategy, Transitional Strategy

5. Provide structured feedback to their peers. Communication Outcome, Personal Development Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.
IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Prepare a promotional plan, including objectives, strategies, tactics, and evaluation. A, B, C, D
2. Write a news release. B, D
3. Describe the planning process and requirements necessary for implementing a special event. B
4. Demonstrate understanding of crisis communications and community relations. B
5. Conduct library research necessary to support oral presentations and print materials on aspects of promotion. A, D, E
6. Make effective group and individual presentations. E
7. Develop an in-house display. D
8. Gain an appreciation of the contribution of display design to the effective communication of product/service benefits. A, D
9. Contribute to the goals of a project team. A, D, E
10. Direct and motivate members of a project team to the successful completion of predetermined and group-generated goals. E, F
11. Develop a budget for a group of specified tasks. D
12. Discuss and analyze ethical and regulatory issues associated with promotion and advertising. A, B, G

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

At least one exam is suggested.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Students will be evaluated on individual and team efforts in special events project, a display project, and other class assignments.

E. Grading Scale:
VI. Policies:

Attendance Policy:

Pelissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.