

Common Course Outline

MCOM 112

Introduction to Applied Advertising, Public Relations, and Marketing 3 Semester Hours

The Community College of Baltimore County

Description

Introduction to Applied Advertising, Public Relations, and Marketing

Focuses on analyzing and creating the types of promotional messages organizations produce to achieve their advertising, public relations, and marketing goals; emphasizes critical analysis of message design and content used to achieve marketing objectives.

Overall Course Objectives

Upon successfully completing this course, students will be able to:

1. Identify significant developments in the electronic media and discuss the importance of the media within social, political, and economic structures in the U.S.
2. Distinguish among the writing styles associated with a variety of message distribution processes.
3. Analyze and evaluate the purpose and language use requirements for writing copy for advertising on television, radio, the Internet, and print media.
4. Analyze and evaluate the purpose and language use requirements for news releases, sales promotion/marketing brochures, copy for banners and billboards, and public service announcements.
5. Write and format a television commercial script.
6. Write and format a radio commercial script.
7. Design a newspaper advertisement.
8. Write a news release designed to solicit coverage from a news organization.
9. Write promotional copy for a billboard, banner, or flyer.

Major Topics

- I. Promotional Writing for Visual (Real-time Video) Media
- II. Promotional Writing for Still Visual Media
- III. Promotional Writing for Print Media
- IV. Promotional Writing for Aural (Audio Only) Media

Course Requirements

Grading: Grading procedures will be determined by the individual faculty member, but will include the following:

At least four writing projects covering each of the major topic areas listed above.

Final project involving the scripting of a video or audio promotional segment.

At least four written analyses of publicity, advertising, or promotional copy.

Other Course Information

This course is an elective designed for students who are considering careers in the electronic or print media industries, or in the fields of marketing or sales promotion.