Advertising and Promotion Management
MKTG 556

The primary objective of this course is to provide you with an understanding of the advertising industry and its relationship to our media, economic, and marketing systems. Throughout the quarter, a strong emphasis will be placed on the roles of advertising and promotion as strategic problem-solving communication tools for use in conjunction with a business firm’s total marketing leadership effort.

By the end of the quarter you will have an understanding of the advertising process from research to creative, and from production to placement to evaluation. You will be taking a hands-on approach to advertising and integrated marketing communications. In particular, this class asks you to be aware that you are surrounded by communications in your daily life. You will be challenged to think about these critically from the perspective of both the marketer and the consumer.

What?
- Communication Theory
- STP
- Consumer Behavior
- Ad Research
- Objectives and Budgets
- Creative
- Media Planning
- Communications Mix

Who?
Those interested in advertising and promotion or those who may work with advertising and promotion departments.

Why?
Regardless of what function one has in business, understanding how to communicate to consumers effectively is crucial. As is understanding how to create an effective communication plan.

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