

Course Description**MKA1511 | Principles of Advertising and Copywriting | 3.00 Credits**

Techniques and behavioral factors used in advertising and copywriting which best motivate the consumer. Principles are applied in clear, concise written expression of various appeals used in selling goods and services.

Competency 1: The student will demonstrate knowledge of the pervasiveness of technology and the technologies that can be used to reach prospects, convert them into customers, and then sustain and grow those customer relationships by:

1. Analyzing the pervasiveness of technology and identifying relevant technologies to reach prospects, convert them into customers, and cultivate lasting customer relationships for business growth
2. Evaluating the technologies available to reach prospects, converting them into customers, and sustain customer relationships, demonstrating an understanding of their role in business development
3. Assessing the impact of technology on customer acquisition and retention and identifying suitable technologies to effectively reach, convert, and nurture customer relationships for sustainable business growth

Competency 2: The student will be able to demonstrate knowledge of how to plan and develop a marketing information management system by:

1. Analyzing the planning process and developing a marketing information management system, demonstrating an understanding of its components and implementation for effective marketing operations
2. Evaluating the critical considerations in planning and developing a marketing information management system, demonstrating knowledge of its design and implementation to support marketing activities
3. Assess the significance of a marketing information management system and demonstrate an understanding of the planning and development processes to effectively support marketing information needs

Competency 3: The student will demonstrate knowledge of how to plan and develop promotional strategies by:

1. Analyzing the components of promotional strategies and demonstrating an understanding of the planning and development process to promote products or services effectively
2. Evaluating the various elements involved in planning and developing promotional strategies, demonstrating knowledge of their application to achieve marketing objectives
3. Assessing the importance of promotional strategies and demonstrating an understanding of the planning and development process to effectively create and implement promotions for business success

Competency 4: The student will be able to demonstrate knowledge of marketing processes that leverage the Internet by:

1. Analyzing and evaluating the various internet marketing strategies and their application in reaching, engaging, and converting online audiences to achieve business objectives
2. Assessing the integration of digital marketing channels, such as social media, content marketing, and SEO, to leverage the internet for brand visibility, lead generation, and customer engagement
3. Comparing and contrasting internet marketing tactics, such as email marketing, influencer partnerships, and online advertising, to determine their effectiveness in driving website traffic and conversion

Competency 5: The student will be able to demonstrate knowledge of the website development process, including the design, needs determination, and definition of the site's purpose by:

1. Assessing user experience (UX) and user interface (UI) design principles to create intuitive and visually appealing websites that cater to the target audience's needs and preferences
2. Evaluating the needs analysis process and defining the website's purpose to align with business goals, brand identity, and user expectations for an effective online presence
3. Comparing and contrasting different website development methodologies, such as agile and waterfall, to determine the most suitable approach for designing and developing websites that meet user requirements and business objectives

Competency 6: The student will demonstrate knowledge of the various tools a startup has to get traffic onto a website by:

1. Analyzing and evaluating digital analytics tools, such as Google Analytics and Adobe Analytics, to monitor website traffic, user behavior, and conversion metrics for data-driven decision-making
2. Assessing the effectiveness of search engine optimization (SEO) tools, social media marketing platforms, and content management systems (CMS) in driving organic and paid traffic to a startup's website
3. Comparing and contrasting marketing automation tools, pay-per-click (PPC) advertising platforms, and customer relationship management (CRM) software to optimize website traffic acquisition and lead nurturing for startup growth

Competency 7: The student will demonstrate knowledge of the importance of customer relationship management (CRM) by:

1. Evaluating the benefits of CRM systems in organizing, automating, and synchronizing customer interactions to enhance customer loyalty, retention, and satisfaction
2. Analyzing the role of CRM in facilitating personalized customer experiences, improving sales processes, and fostering long-term customer relationships for sustainable business growth
3. Assessing the impact of CRM on customer engagement, lead nurturing, and customer lifetime value to illustrate its significance in driving business success and profitability

Competency 8: The student will demonstrate knowledge of how to complement his/her web presence with face-to-face marketing skills by:

1. Identifying and evaluating effective face-to-face marketing techniques, such as networking, public speaking, and relationship building, to complement and enhance the student's online presence and marketing efforts
2. Assessing the integration of traditional marketing methods, including in-person events, trade shows, and direct sales, to expand the student's reach and influence beyond digital platforms and engage with prospects and customers in physical settings
3. Analyzing the synergy between web-based marketing strategies and face-to-face interactions to create a cohesive omnichannel marketing approach that maximizes customer engagement and brand visibility

Learning Outcomes:

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information