

Prepared by the Department of Business

Date of Departmental Approval: January 19, 2017

Date Approved by Curriculum and Programs: February 15, 2017

Effective: Fall 2017

1. **Course Number:** MKT103
Course Title: Advertising
2. **Description:** Study and analyze the principles and practices of advertising including its functions in our society, its role in business, its challenges, and the creative opportunities that exist in the field of advertising. Emphasis is placed on how and why advertising influences consumer behavior, including a study of the various types of media used.
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following.
 - Analyze the advertising environment in terms of consumer behavior, market segmentation, positioning, and the value proposition in a global context
 - Apply advertising principles to student-generated advertising campaign components using effective persuasion
 - Evaluate different advertising messages/media and determine the pros and cons of each
 - Describe Integrated Marketing Communications (IMC) and brand promotion and demonstrate how they strengthen the effectiveness of advertising activities
 - Demonstrate an appreciation of the importance of advertising in business and society including social, ethical, and regulatory compliance issues
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** ENL108 (Critical Reading & Thinking) or satisfactory basic skills assessment score
7. **Semesters Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** The course grade is based on an evaluation of homework assignments, quizzes, examinations and a term project
9. **General Topical Outline:**
 - The evolution of advertising
 - The environment of advertising
 - The business of advertising
 - Segmentation, targeting and the marketing mix
 - Communication and consumer behavior
 - Account planning and research
 - Marketing, advertising and IMC
 - Creating Ads, strategy and process
 - Social media
 - Creative execution – art and copy
 - Print advertising
 - Broadcast, cable, and satellite media: television and radio
 - Digital interactive media
 - Out-of-home, direct-mail, and promotional products
 - Media planning and buying
 - Integrated marketing communications