

I. COURSE DESCRIPTION:

- A. Department Information:
Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 109
Course Title: Advertising
Units: 3
Lecture: 3 hours
Prerequisite: None
- B. Catalog and Schedule Descriptions:
Principles, purposes and practices of advertising, analysis of the channels of trade, the importance of the correct appeal, style, trademarks, headlines, typography, color, layout, ethics and other problems involved in effective advertising. No artistic abilities required.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One.

III. EXPECTED OUTCOMES FOR STUDENTS:

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

- A. design a comprehensive advertising plan for a real product distributed nationally.
B. identify the vital role of advertising management in marketing and business in general.
C. compare all relevant aspects of advertising planning, implementing, and controlling.
D. relate advertising management concepts, practices, and issues to the context of business in general.
E. interpret and evaluate strategies and executions in advertising.

IV. CONTENT:

- A. The Place of Advertising
1. Roles of Advertising
- B. Planning the Advertising
1. The Advertising Spiral
2. Target Marketing
- C. Managing the Advertising
1. The Advertising Agency, Media Services and Services
- D. Media Planning
1. Basic Media Strategy
2. Using Newspaper
3. Using Television
4. Using Radio
5. Direct-Mail Advertising
- E. Creating The Advertising
1. Research in Advertising
2. The Complete Campaign
- F. Legal and Other Restraints on Advertising
- G. Economic and Social Effects on Advertising

V. METHODS OF INSTRUCTION:

- A. Lecture
B. Discussion
C. Project

VI. TYPICAL ASSIGNMENTS:

San Bernardino Valley College
Curriculum Approved: February 2, 2004
Last Updated: January 2004

- A. Reading
 - 1. Developing the Creative Strategy: be prepared to create an advertising campaign and to discuss applications in the field of advertising.
- B. Writing, oral presentation, or performance
 - 1. Analyze commercials and other forms of advertising. Grading will be based upon the completeness of content and overall presentation.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examination: Objective and essay
 - a. Typical examination question:
Discuss the advantages and disadvantages of each medium.
 - 2. Class participation
 - 3. Oral and written presentation
- B. Frequency of Evaluation
 - 1. Two tests
 - 2. One final examination
 - 3. One project
 - 4. Group Project Presentation

VIII. TYPICAL TEXTS:

Wells, William D. and Burnett, John and Moriarty, Sandra. Advertising: Principles and Practice, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2003
Bovee, Arena. Contemporary Advertising, Columbus, OH: Irwin Publishers, 2003.
Russell, J. Thomas and Lane, Ron. Kleppner's Advertising Procedure, 15th ed. Upper Saddle River NJ: Prentice-Hall, 2003.

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.