



COURSE OUTLINE : BUSAD 166

D Credit – Degree Applicable

COURSE ID 005143

Cyclical Review: November 2021

COURSE DISCIPLINE : BUSAD

COURSE NUMBER : 166

COURSE TITLE (FULL) : Advertising

COURSE TITLE (SHORT) : Advertising

ACADEMIC SENATE DISCIPLINE: Marketing

CATALOG DESCRIPTION

BUSAD 166 is an introductory course in the purpose and principles of advertising, including the organization and functions of advertising agencies. Buying motives and the crafting and writing of effective messages are studied. Print, radio, television, social media and outdoor advertising methods and costs are reviewed. This course is not intended to develop artistic ability, but those who can illustrate their copy will find an opportunity to do so.

Total Lecture Units:3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours:54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Prerequisite: None.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				devise opinions and recommendations as responses to work in business-related fields;	Yes
2				solve problems and accomplish tasks through written communication;	Yes

EXIT STANDARDS

- 1 Identify the elements in an advertising campaign: objectives, research, target audience, theme media selection, and evaluation of the result;
- 2 develop an advertising strategy for a product, a service, and a personality and present these strategies before a group;
- 3 examine specific advertising areas of interest to the individual student;
- 4 identify basic advertising terminology.

STUDENT LEARNING OUTCOMES

- 1 explain the application of advertising principles as they relate to the marketing of goods and services for profit and non-profit businesses
- 2 design a comprehensive advertising campaign
- 3 Assess the different types of media.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	History and Background <ul style="list-style-type: none"> • Functions of advertising • Evolution of modern advertising • Criticism and waste • Regulators of advertising 	5	0	5
2	Advertising Agencies <ul style="list-style-type: none"> • How do agencies work • What do agency people do • Different types of agencies 	7	0	7



3	<p>The Marketing Mix</p> <ul style="list-style-type: none"> • Target markets • Consumer behavior • Marketing research • Planning 	8	0	8
4	<p>Copywriting</p> <ul style="list-style-type: none"> • Objectives and strategy • Headlines and body copy • Copy styles • Creating 	8	0	8
5	<p>Art Direction</p> <ul style="list-style-type: none"> • Role of artist • Designing advertisement • Layout of ad 	8	0	8
6	<p>Production</p> <ul style="list-style-type: none"> • Print media • Broadcast media • Packaging and labeling 	8	0	8
7	<p>Media</p> <ul style="list-style-type: none"> • Selection and planning • Newspapers • Television • Radio • Magazines • Out-of-home • Direct mail 	10	0	10
				54



OUT OF CLASS ASSIGNMENTS

- 1 Group projects and assignments (e.g. create an advertising plan for a major national brand)

METHODS OF EVALUATION

- 1 Quiz
- 2 Homework Assignments
- 3 Creative Brief

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Advertising and Integrated Brand Promotion	Required	Cengage	8	loose leaf version with mindtap marketing	Thomas O'Guinn	9781337584487	2019