

I. COURSE INFORMATION

- A. Business 279 Advertising
- B. 3 credit hours
- C. Arens, William F. and Michael F. Weigold. *Contemporary Advertising*. 16th ed. Ohio: McGraw-Hill Irwin, 2021
- D. Prerequisites: None

II. COURSE DESCRIPTION

This course covers the use and mediums for advertising on both the local and national levels. The course also includes training in writing copy and the layout of advertisements.

III. LEARNING OUTCOMES

- A. Define advertising and differentiate it from other forms of marketing communications
- B. Identify important milestones in the history of advertising
- C. Explain the difference between social responsibility and ethics in advertising
- D. Define the main types of advertising agencies
- E. Define marketing and explain the role advertising plays in the larger marketing context
- F. Identify the various methods advertisers use to segment both consumer and business markets
- G. Discuss how research helps advertisers locate market segments and identify target markets
- H. Describe how marketing and advertising plans are related
- I. Explain how a media plan helps accomplish a company's marketing and advertising objectives
- J. Identify the benefits and drawbacks of sales promotion
- K. Distinguish between advertising and public relations
- L. Discuss the meaning and the importance of creativity
- M. Describe the format elements of an ad and discuss how they relate to the objectives of advertising copywriting
- N. Discuss the role of computers in the print production process
- O. Explain the advantages and disadvantages of magazine advertising
- P. Describe the advantages and drawbacks of broadcast television as an advertising medium
- Q. Discuss the various opportunities and challenges presented by digital interactive media
- R. Discuss the pros and cons of outdoor advertising

IV. MAJOR CONTENT AREAS

- A. An introduction to advertising
- B. Understanding the target audience
- C. Planning process
- D. Creative process
- E. Reaching the target audience
- F. Integrating marketing communications elements

V. ASSIGNMENTS (may include but are not limited to)

- A. Discussions
- B. Written chapter reflections
- C. Quizzes
- D. Exams

VI. EVALUATION METHODS (may include but are not limited to)

- A. Assignments
- B. Discussions
- C. Participation
- D. Projects
- E. Quizzes and exams