

SYLLABUS

COURSE # BADM 248
COURSE TITLE PRINCIPLES OF ADVERTISING
OF CREDITS 3

CATALOG DESCRIPTION:

This course is a survey of the history of the advertising media available today, taking into consideration the advantages/disadvantages of each. It discusses the psychological approach to consumer persuasion, the techniques used in media selection and the creative processes of advertising. Semester Offered-Spring.

COURSE GOALS:

1. Learn the evolution, functions, classifications, and the economic impact of advertising.
2. Introduce the social and legal aspects of advertising and the criticisms thereof.
3. Present the regulations and major regulatory bodies that govern advertising and the activities of advertisers.
4. Understand marketing and advertising research and planning as it relates to consumer behavior and market segmentation.
5. Learn the creative processes in advertising for various media.
6. Develop media planning, selection, and scheduling programs.
7. Introduce the various types of advertising done today and be able to identify the institutions or entities using each type.
8. Learn how domestic and international advertising interact.

LEARNING OUTCOMES:

Upon completion of the course, the student will be able to:

1. Discuss how advertising evolved, its history and its functions.
2. Identify the classifications of advertising used today and discuss why they are used.
3. Discuss the pros/cons of the economic impact of advertising.

4. Enumerate the social responsibilities and legal aspects of advertising today.
5. Recognize the major criticisms aimed at advertising and explain validity of these criticisms.
6. Locate and make use of specific laws that regulate advertising, (do's and don'ts).
7. List and describe the various regulatory bodies that influence advertisers' activities.
8. Explain the powers and limitations of these regulatory bodies.
9. List the steps that are involved in marketing and advertising research.
10. Discuss how this research relates to advertising planning and strategy as it applies to consumer behavior and market segmentation.
11. List the creative processes used in advertising as they relate to the following items; (used by print media, electronic media, direct mail, out-of-home media, transit advertising, specialty advertising, and special promotional advertising):
 - A. Copywriting or writing copy.
 - B. Copy terminology.
 - C. Crating names for products.
 - D. Art direction.
 - E. Layout of advertisements.
 - F. Packaging design.
 - G. Typography.
 - H. Typesetting methods.
 - I. Printing processes.
12. Recognize the various media available for planning purposes.
13. List and discuss the factors that determine media selection.
14. Identify the kinds of advertising done today (the objective to be achieved) and various institutions or entities that use each. i.e. corporate advertising--image enhancing, patronage, local, regional, international.
15. List and discuss the differences between domestic and international advertising and show how they interact and interrelate.

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