Course Syllabus

Department: Business

Date: November 14, 2012

I. Course Prefix and Number: BUS 229

   Course Name: Advertising

   Credit Hours and Contact Hours: 3 contact hours 3 credit hours

   Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

   Examines advertising as an important component in managerial marketing. Emphasis is placed on objectives, media study, strategic planning, budget considerations, control, and the measurement of advertising effectiveness. The role of advertising agencies and departments are examined.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course is transferable to a four-year program in Business. The student is using reading, oral communication, and written skills throughout this course. Critical thinking is addressed through various assignments which may include case studies, analytical papers, projects or portfolio-type assignments (i.e. an advertising notebook). Ethics and values are addressed throughout the course.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify...)

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

   1. identify the real social and cultural role of advertising and, conversely, the impact of a society’s values on advertising

   2. describe the important, global effect of marketing and advertising on business, industry, and national economies

   3. recognize the strategic function of advertising within the broader context of business and marketing

   4. evaluate and recognize the impressive artistic creativity and technical expertise required in advertising

   5. identify what people in advertising and related disciplines do, how they do it, and the expanding career opportunities these fields now offer
The primary objective of this course is to give the student a broad overview of the fundamentals of advertising…its theory and applications. This course will examine advertising on three different levels: advertising as an institution, advertising as a business and advertising media—the execution of ads and commercials. Terminology specific to the field of advertising will be developed as an important component of the advertising environment.

Advertising is a college-level survey course in business that shows the relationship between advertising and other disciplines. From a consumer perspective, students will gain insights into the role of advertising in our daily lives and will examine advertising strategy and techniques.

**College Learning Outcomes Addressed by the Course:** *(check each College Learning Outcome addressed by the Student Learning Outcomes)*

- [x] writing
- [ ] computer literacy
- [x] oral communications
- [x] ethics/values
- [ ] reading
- [x] citizenship
- [ ] mathematics
- [ ] global concerns
- [x] critical thinking
- [ ] information resources

**III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):** *For each identified outcome checked, please provide the specific assessment measure.*

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Student will complete written papers with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will discuss class concepts; students may participate in class presentations.</td>
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<tr>
<td>Reading</td>
<td>Student will read assigned chapters in the course textbook.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will take tests and quizzes which include short answer or essay type questions.</td>
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<tr>
<td>Ethics/values</td>
<td>Students will evaluate advertisements on concepts such as deception, stereotypes or offensiveness.</td>
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**IV. Instructional Materials and Methods**
Types of Course Materials:
Textbook – The College Bookstore lists the current text being used in this class.

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):
This course will be taught by lecture, discussion, and group exercises. Special projects, presentations, research papers, and case studies will also be used.

Assessment measures:
- assigned text readings
- written homework assignments
- supplementary readings from newspapers and periodicals
- case studies
- group discussions
- library or on-line research
- group presentations

Students will be evaluated on the following basis:
- tests and quizzes
- written papers, projects, or presentations
- homework, attendance, class participation, group participation, field trip participation

V. General Outline of Topics Covered:
The following represents the various mandatory topics to be covered in this course:

- advertising perspectives i.e. what is advertising, the history of advertising, the social, economic and regulatory aspects of advertising, the scope of advertising (from local to global)
- development of marketing and advertising strategies i.e. marketing and consumer behavior, market segmentation and the marketing mix; research, marketing and advertising planning, media planning
- integrating advertising with the other elements of the communication mix i.e. relationship building with direct marketing, personal selling, sales promotion, public relations, sponsorship and corporate advertising
- creating advertisements and commercials
- using advertising media