

Course Syllabus

Department: Visual & Performing Arts

Date: 4/21/14

I. Course Prefix and Number: COM 122

Course Name: Video Advertising

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

Catalog Description including pre- and co-requisites:

This course is a workshop in planning, writing, producing, videotaping and editing video advertisements for television and the web. Students will receive experience in writing, production techniques (shooting and editing) and the evaluation of video ads. (Also listed as BUS 122)

II. Course Outcomes and Objectives

Student Learning Outcomes:

1. Complete a product analysis and marketing plan.
2. Write and storyboard video advertisements.
3. Produce, shoot and edit video advertisements.
4. Recognize and critique various techniques in video advertisements.
5. Describe the various jobs and responsibilities that go into video advertisement production.

Relationship to Academic Programs and Curriculum:

This course provides students with additional practical video shooting, writing and editing experience. It enables students to become familiar with advertising as potential field of study at four-year institutions and commercial production as a potential career field. This course is required for A.S. Communications majors in the broadcasting track and can be used as a Business, Communications, Humanities or Liberal Arts elective.

College Learning Outcomes Addressed by the Course:

- | | |
|---|---|
| <input checked="" type="checkbox"/> writing | <input checked="" type="checkbox"/> ethics/values |
| <input checked="" type="checkbox"/> oral communications | <input checked="" type="checkbox"/> citizenship |
| <input checked="" type="checkbox"/> reading | <input checked="" type="checkbox"/> global concerns |
| <input type="checkbox"/> mathematics | <input checked="" type="checkbox"/> information resources |
| <input checked="" type="checkbox"/> critical thinking | |
| <input checked="" type="checkbox"/> computer literacy | |

III. Instructional Materials and Methods

Types of Course Materials:

Textbook (s)

Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

Lectures, discussions, audio-visual materials, critique sessions.

IV. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):

Assessment measures

1. Written assignments requiring scripting and storyboarding. (reading, writing, critical thinking)
2. Copy platforms, product analysis and audience analysis. (writing, critical thinking, information resources)
3. Produced video advertisements (writing, oral communications, critical thinking, computer literacy)
4. Produced Public Service Announcement. (writing, oral communications, critical thinking, computer literacy, ethics/values, citizenship, global concerns)

V. General Outline of Topics Covered:

1. The Broadcast Copywriter
2. Copywriting Style & Mechanics
3. Consumer Behavior & Motivation
4. Organizing the Video Advertisement
5. Broadcast Copy Preparation
6. Video Advertising Copywriting
7. Types of Video Advertisements
8. The Broadcast Campaign
9. Public Service Announcements