

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: BA2133- Advertising

**II. COURSE DESCRIPTION: 3 credit hours
3 credit hours of lecture and 0 credit hours of lab per week.**

This course is the study of the methods of creating demands and finding buyers. It deals with the various media, composition, purposes and mechanics of advertising. Emphasis is on practical application of techniques discussed; students follow in detail a complete advertising campaign.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.

IV. TEXTBOOK AND MATERIALS:

Contemporary Advertising, 13th Edition, Arens/Weisold/Arens, McGraw-Hill Irwin, 2011

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

- 1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life
- 2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
- 3: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
- 5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information
- 6: Exhibit skills in information and technological literacy
- 7: Understand each other, moving beyond simple acceptance to embracing and celebrating the rich dimensions of diversity by working as a team to learn, engaging with community, exhibiting cultural awareness, and creating equity.
- 9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI. COURSE OUTCOMES:

Evaluate advertising principles and theories and apply them to business.
Analyze the four P's of marketing and integrate them into advertising.
Compare methods of advertising research.
Analyze design principles of ads.

Compare the advantages and disadvantages of advertising media.
Design advertisements for the most common forms of media.
Design an advertising campaign.
Prepare an oral presentation and a written campaign for a specific product.

VII. COURSE OUTLINE:

1. The Dimensions of Advertising
2. The Social, Ethical, and Regulatory Aspects of Advertising
3. Business, Marketing and Consumer Behavior to Advertising
4. Market Segmentation and the Marketing Mix
5. Research
6. Marketing and Advertising Planning
7. Creative Copywriting and Art Direction
8. Production: Print and Electronic Media
9. Media Planning and Selection
10. Media: Print, Electronic Media, Direct Mail and Outdoor
11. Sales Promotion and Supplementary Media
12. Local Advertising
13. Public Relations, Corporate Advertising, and Noncommercial Advertising
14. International Advertising

VIII. INSTRUCTIONAL METHODS:

Class Lecture
Group Discussion
Case Problems
Small Group Work
Guest Speakers
Videos

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Textbook & Teacher prepared handouts
Chalkboard
Overhead transparencies
Films and videos
Advertising and Marketing periodicals
Computers and Internet Access

X. METHODS OF ASSESSMENT:

Exams
Student participation
Assigned projects
Quizzes
Outcome #1: Assessed through assigned reading material and electronic research.
Outcome #2: Assessed through classroom presentations, student participation, and various assigned projects.
Outcome #3: Assessed through classroom presentations, student participation, and various assigned projects.
Outcome #5: Assessed through projects requiring evaluation and application of course material.
Outcome #6: Assessed through projects using the Internet, PowerPoint presentations and

electronically prepared brochures.

Outcome #7: Assessed through student participation in various activities.

Outcome #9: Assessed through classroom projects and simulations that offer cases for decision making and group participation.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

Syllabus Reviewed: 11/08/2018 19:38:08