

MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. BUS

COURSE NUMBER: 2233

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT: 0

Course Title:

Advertising

Catalog Description:

Advertising studies the role of advertising and its relationship to the total promotional and marketing efforts of any organization selling goods/services/ideas. Emphasis is placed on selecting the right appeals, layout, and media in reaching the target market. The total communication process is studied in light of various consumer psychology/behavioral theories.

Prerequisites or Necessary Entry Skills/Knowledge:

None

FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

- Goal 1: Communication: By meeting the following competencies:
- Goal 2: Critical Thinking: By meeting the following competencies:
- Goal 3: Natural Sciences: By meeting the following competencies:
- Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- Goal 7: Human Diversity: By meeting the following competencies:
- Goal 8: Global Perspective: By meeting the following competencies:
- Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered

Ethics and Regulation

Advertising and the Marketing Process

Advertising Agencies

The Consumer Audience

Strategic Research

Strategy and Planning

Media, Strategy and Planning

Broadcast Media

Print Media

Media Buying

The Creative Side of Advertising

Creating Print Advertising

Creating Broadcast Advertising
Creating Direct Response Advertising

Student Learning Outcomes
Understand ethics and regulation in advertising
Understand advertising background, planning, and strategy
Apply strategic and evaluative research
Differentiate aspects relating to advertising media
Analyze the creative side of advertising, advertising campaign, and public relations

Is this course part of a transfer pathway: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<i>*If yes, please list the competencies below</i>

Revised Date: 1/2022