**Course Title:** Advertising

**Catalog Description:**
This course 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 (General)**
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 ☐  No ☒

*If yes, please list the competencies below*

Revised Date: Click or tap here to enter text.