MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

COURSE OUTLINE

DEPT. Business COURSE NO. 2233

NUMBER OF CREDITS: 3

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.

AUDIENCE This course is open to all students.

FULFILLS MN TRANSFER CURRICULUM AREA(S)

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE The course is one semester.

THIS COURSE IS USUALLY OFFERED:

Every other year fall spring summer undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

   This course provides a comprehensive coverage of the field of advertising, an emphasis on strategy, planning, creativity, and attention to the “real world” of advertising. Topics covered include; advertising agencies, media strategy and planning, and creating advertising.

2) THINKING SKILLS:

   Students will develop and improve their thinking skills while working on Ad File Projects and other class assignments. Reading and understanding the textbook material is a good start!
3) COMMUNICATIONS SKILLS:

As students learn to speak and write about advertising, they develop communication skills that will transfer to any communication process.

4) HUMAN DIVERSITY:

Advertising will broaden a student’s perspective of business and people. Students will address many issues relating to human diversity. Every student will have an opportunity achieve their potential.

TOPICS TO BE COVERED:

Chapter 1 Introduction to Advertising
Chapter 2 Ethics and Regulation
Chapter 3 Advertising and the Marketing Process
Chapter 4 Advertising Agencies
Chapter 5 The Consumer Audience
Chapter 6 Strategic Research
Chapter 7 Strategy and Planning
Chapter 8 How Advertising Works
Chapter 9 Media, Strategy and Planning
Chapter 10 Broadcast Media
Chapter 11 Print Media
Chapter 12 Media Buying
Chapter 13 The Creative Side of Advertising
Chapter 14 Creating Print Advertising
Chapter 15 Creating Broadcast Advertising
Chapter 16 Creating Direct Response Advertising
LIST OF EXPECTED COURSE OUTCOMES: The student is required to display an understanding of various topics covered throughout the course. Student will demonstrate their proficiency in the topics listed above.

LEARNING/TEACHING TECHNIQUES used in the course are:

Collaborative Learning          Problem Solving
Student Presentations           Interactive Lectures
Creative Projects               Individual Coaching
Lecture                        Films/Videos/Slides
Demonstrations                 Other (describe below)
Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

Reading          Tests          Individual Projects
Oral Presentations Worksheets Collaborative Projects
Textbook Problems Papers     Portfolio
Group Problems    Term Paper
Other (describe below)

EXPECTED STUDENT LEARNING OUTCOMES: The student will gain knowledge in the general aspects of advertising. They will become proficient in operations relating all aspects of advertising.

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.
To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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