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

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<th>Student Learning Outcomes</th>
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<tbody>
<tr>
<td>Understand ethics and regulation in advertising</td>
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<td>Understand advertising background, planning, and strategy</td>
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<td>Apply strategic and evaluative research</td>
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<td>Differentiate aspects relating to advertising media</td>
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<td>Analyze the creative side of advertising, advertising campaign, and public relations</td>
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<th>Is this course part of a transfer pathway: Yes ☐ No ☒</th>
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<td>*If yes, please list the competencies below</td>
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Revised Date: 1/2022