

BUSA-2310 PRINCIPLES OF ADVERTISING 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course is a survey of the history of the advertising media available today, taking into consideration the advantages/disadvantages of each. It discusses the psychological approach to consumer persuasion, the techniques used in media selection and the creative processes of advertising.

Prerequisites: RDNG 095 or 096 & ENGL 099, or appropriate Reading & English Accuplacer scores

Semester Offered: Spring

COMMON STUDENT LEARNING OUTCOMES

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to...

1. Discuss how advertising evolved, its history and its functions.
2. Identify the classifications of advertising used today and discuss why they are used.
3. Discuss the pros/cons of the economic impact of advertising.

4. Enumerate the social responsibilities and legal aspects of advertising today.
5. Recognize the major criticisms aimed at advertising and explain validity of these criticisms.
6. Locate and make use of specific laws that regulate advertising, (do's and don'ts).
7. List and describe the various regulatory bodies that influence advertisers' activities.
8. Explain the powers and limitations of these regulatory bodies.
9. List the steps that are involved in marketing and advertising research.
10. Discuss how market research relates to advertisement planning and strategy as it applies to consumer behavior and market segmentation.
11. List the creative processes used in advertising as they relate to the following items, (used by print media, electronic media, direct mail, out-of-home media, transit advertising, specialty advertising, and special promotional advertising):
 - a. Copywriting or writing copy.
 - b. Copy terminology.
 - c. Creating names for products.
 - d. Art direction.
 - e. Layout of advertisements
 - f. Packaging design.
 - g. Typography.
 - h. Typesetting methods.
 - i. Printing processes.
12. Recognize the various media available for planning purposes. List and discuss the factors that determine media selection.
13. Identify the kinds of advertising done today, the objective to be achieved and various institutions or entities that use each. I.e. corporate advertising—image enhancing, patronage, local, regional, international.
14. List and discuss the differences between domestic and international advertising and show how they interact and interrelate.