



Course Name: Principles of Advertising

Course Number: BMK* 241

Credits: 3

Catalog description: An exploration of the principles and applications of advertising; Topics include advertising, research, planning, ad creation, media planning, and campaign implementation. Student teams conceive, produce, and integrate all the components necessary for a campaign as a major part of the coursework.

Prerequisite, Corequisite, or Parallel: BMK*201 or Permission of Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Construct and present a comprehensive advertising campaign
2. Describe advertising and marketing research processes and components
3. Differentiate audience and consumer behavior principles, and analysis
4. Explain the steps and components in the planning and creative process
5. Describe the processes in print and electronic production
6. Contrast the various concepts and practices used in advertising “media”
7. Contrast alternative media options and the principles that apply



Course Content:

FOUNDATION AND STRUCTURE

- A. Foundations of Advertising
- B. The Advertiser-Agency Partnership

ENVIRONMENT, ANALYSIS, MARKETS AND RESEARCH

- A. The Advertising Environment
- B. Audience Analysis and Buyer Behavior
- C. Segmentation: Target and Positioning
- D. Advertising Research

PLANNING AND THE CREATIVE PROCESS

- A. Objectives, Strategy and Planning
- B. Inter-Cultural and International Advertising
- C. Creativity, Creative Strategy, and Copywriting

THE PRODUCTION PROCESS

- A. Art Direction
- B. Print Production
- C. Electronic Production

MEDIA

- A. Media Objectives, Strategy, and Planning
- B. Print Media
- C. Electronic Media

ALTERNATIVE MEDIA

- A. Direct Marketing and Out of Home Advertising
- B. Sales Promotion and Supplementary Media

Date Course Created:

Date of Last Revision: 04/01/2017