BMK 54 Course Outline as of Fall 1981

CATALOG INFORMATION

Dept and Nbr: BMK 54 Title: ADVERTISING Full Title: Advertising Last Reviewed: 8/28/2017

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category:AA Degree ApplicableGrading:Grade OnlyRepeatability:00 - Two Repeats if Grade was D, F, NC, or NPAlso Listed As:Formerly:

Catalog Description:

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:

Description: Principles & techniques of advertising with special attention given to national media. (Grade Only) Prerequisites/Corequisites: Recommended: Limits on Enrollment: Transfer Credit: CSU; Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree: CSU GE:	Area Transfer Area	I		Effective: Effective:	Inactive: Inactive:
IGETC:	Transfer Area	l		Effective:	Inactive:
CSU Transfer	: Transferable	Effective:	Fall 1981	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable: Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Topics and Scope:

Assignment:

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

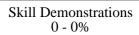
None

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Writing 0 - 0%	

Problem solving 0 - 0%



None

Other: Includes any assessment tools that do not logically fit into the above categories.

None

Representative Textbooks and Materials:

Exams 0 - 0%

Other Category 0 - 0%