

**BMK 54 Course Outline as of Spring 2020****CATALOG INFORMATION**

Dept and Nbr: BMK 54                      Title: ADVERTISING  
 Full Title: Advertising, Branding, & Digital Marketing  
 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	6	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 Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Applies the fundamental principles of brand and advertising development to the modern “attention economy” where new forms of media and consumer engagement are continually being invented and reinvented.

Brand auditing, market research, media usage patterns, copywriting and brainstorming techniques are used to develop unified branding, advertising, and digital media marketing strategies relevant and motivating to current consumers.

Culminates with a comprehensive final team project where campaign strategy, copy, design, media placement and social media campaigns will be created for student-selected products.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

## **Schedule of Classes Information:**

Description: Applies the fundamental principles of brand and advertising development to the modern “attention economy” where new forms of media and consumer engagement are continually being invented and reinvented.

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(Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1981	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Demonstrate proficiency in applying research and fact finding to the design of an effective advertising program.
2. Generate creative ideas through the construction of written, verbal, and visual messages.
3. Develop an advertising campaign designed to generate attention and interest, while creating desire and action.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Summarize influences that have changed the advertising industry.
2. Select an effective campaign theme targeted toward a specific market.
3. Design a market research plan that includes both secondary and primary sources, assesses consumer behavior, and produces relevant data.
4. Construct an effective advertising strategy that responds to competition and a target audience that conveys how the brand addresses a human need.

5. Compare and contrast the advantages and disadvantages of various advertising media, and conclude which method, or combination of methods, is most appropriate.
6. Prepare an advertising proposal that maximizes impact on consumers and other end users at minimal cost.

## **Topics and Scope:**

### **I. Branding**

- A. Famous brands
- B. Local brands
- C. What elements contribute to a powerful brand

### **II. Creativity in Advertising**

- A. Unexpected but relevant and authentic selling messages
- B. Ethical issues

### **III. Historical Review of Iconic Brands and Advertisements**

- A. How advertising's role in the marketing mix has changed over time
- B. Influences that have changed the advertising industry

### **IV. Changing Media Landscape**

- A. The digital tsunami
- B. What's new, what's the same
- C. How branding is the glue that holds the messaging together
- D. Matching consumers and media

### **V. Diversity: Making Connections in a Changing Marketplace**

### **VI. Market Research: Fact Finding**

- A. Brand audit: current messaging, look & feel, tone of voice, brand values
- B. Using available secondary research and designing custom primary research
- C. Interpreting the data

### **VII. Strategy Development: Turning Research Facts into Relevant Consumer Insights**

- A. McCann Erickson role-playing approach
- B. BBDO action plan
- C. Nasuti + Hinkle Creative Thinking's approach
- D. Foote, Cone & Belding Thinking/Feeling, High/low Importance Scales
- E. The target audience, including lifestyle, values, and media usage habits
- F. Campaign strategy development

### **VIII. The Big Idea. Making the Messaging Strategy Relevant, Interesting, and Engaging to Consumers**

- A. Brainstorming techniques
- B. Storytelling techniques
- C. Checking in with consumers

### **IX. Copywriting Techniques**

- A. Print and outdoor
- B. Digital/Social Media

### **X. Layouts: Designing to Communicate**

### **XI. The Digital/Social Media Revolution: Joining the Conversation**

- A. Digital: Overview of connecting to consumers through Wordpress, Adwords, Search Engine Optimization (SEO), and Google Analytics
- B. Social media marketing: Paid, Owned, and Earned
- C. Testing and refining
- D. Maintaining a consistent and authentic brand voice
- E. Online educational resources

### **XII. Television**

- A. Storytelling through pictures

## B. Introduction to scripting and storyboards

### Assignment:

1. Weekly reading assignment of 15-20 pages
2. One-paragraph to one-page research and strategic copywriting assignments (6 - 10)
3. Group analysis and projects
4. Midterm interactive quiz
5. Quizzes (6 - 10)
6. Group completion of Final Campaign Project
7. Formal group presentation of Final Campaign Project

### 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.

Weekly one-paragraph to one-page research and strategic copywriting assignments

Writing  
30 - 50%

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

Group analysis and projects

Problem solving  
15 - 20%

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

Group completion of Final Project and formal group presentation of final project

Skill Demonstrations  
20 - 30%

**Exams:** All forms of formal testing, other than skill performance exams.

Midterm interactive quiz and weekly quizzes

Exams  
10 - 15%

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

Attendance and participation

Other Category  
5 - 15%

### Representative Textbooks and Materials:

Creative Strategy in Advertising. Jewler, Jerome and Drewniany, Bonnie. 11th ed. Cengage Learning. 2013