

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 Applicable

Grading: Grade Only

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

Also Listed As:

Formerly:

**Catalog Description:**  
Principles and techniques of advertising as applied to national media. Psychology of advertising, consumer behavior, market research, preparation of copy, selection of media, testing effectiveness and organization for efficient use by management.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 or ESL 100.

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Principles & techniques of advertising with special attention given to national media. (Grade Only)  
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:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

To provide an understanding of the advertising industry:

1. from a marketing plan point of view;
2. from hands on experience;
3. from a problem solving situation.

### **Topics and Scope:**

Provide an understanding of the marketing process. The role of advertising, the task of advertising, key marketing concepts, the various types of advertising agencies, how the agency functions, an understanding of various departments within an agency and how they relate to the execution of an advertising program. The need to understand and develop research in order to better both client and agency spending and targeting.

### **Assignment:**

Develop a marketing plan on a given product.

Develop an advertising program based on the above marketing plan.

Develop raw research information.

Chapter reading and outside readings.

### **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.

Written homework, Essay exams, Term papers
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Writing 40 - 60%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work

Problem solving  
20 - 30%

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

Class performances

Skill Demonstrations  
10 - 20%

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

PROBLEM SOLVING WRITTEN EXAMS

Exams  
10 - 25%

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

CLASS PARTICIPATION

Other Category  
1 - 10%

**Representative Textbooks and Materials:**

ADVERTISING, Kenneth E. Runyon, 3rd Edition.