

**BMK 54 Course Outline as of Spring 2011****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	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 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 the position of a brand in relation to target audience. Market research, fact finding, and consumer behavior patterns used to develop advertising strategy responsive to competition and meaningful to the consumer. Preparation of copy, selection of media channels, testing effectiveness, and revision of campaign to objectively respond to client and consumer needs.

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

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Principles and techniques of advertising as applied to the position of a brand in relation to target audience. Market research, fact finding, and consumer behavior patterns used to develop advertising strategy responsive to competition and meaningful to the consumer. Preparation of copy, selection of media channels, testing effectiveness, and revision of campaign

to objectively respond to client and consumer needs. (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:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
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<b>UC Transfer:</b>		Effective:		Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will 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. Overview and historical perspective of advertising industry
- II. Creativity in advertising
- III. Diversity and targeting a changing marketplace
- IV. Market research: fact finding
  - A. Identification of position
  - B. Secondary sources vs. primary research
  - C. Consumer behavior patterns
  - D. Interpretation of responses
  - E. Target audience
- V. Strategy
  - A. O'Toole's "Three-Point Approach"

- B. DDB Needham's "Basic Human Needs"
- C. McCann-Erickson's role-playing
- D. Linking strategy to thinking and feeling
- E. Position responsive to competition and meaningful to consumer
- F. Campaign revisions in response to consumer feedback
- VI. Writing copy
  - A. Importance of a name
  - B. Product as unique solution to problem
  - C. Focus to strengthen message
- VII. Layout design
- VIII. Radio advertising
- IX. Television
- X. Direct marketing
- XI. Relationship between the brand and the consumer
  - A. Consumer perception of product
  - B. Simplify
- XII. Integrated Marketing Communications (IMC)
- XIII. Client presentations
  - A. Address need
  - B. Consumer perception in relation to creative strategy
  - C. Campaign theme
  - D. Visual presentation tools

**Assignment:**

- 1) Weekly reading assignments of 20-30 pages
- 2) In-class written assignments
- 3) Case studies that highlight advertising theory and principles in action
- 4) Marketing plan
- 6) Market research survey
- 7) Written advertising proposal of 3-6 pages based on marketing plan and research
- 8) Individual and/or group oral presentation
- 9) Two to three exams and a final exam

**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, advertising proposal, case studies, marketing plan
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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, field survey
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Problem solving 15 - 25%
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**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Individual and/or group oral presentation

Skill Demonstrations  
10 - 20%

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

Exams: multiple choice, true/false, matching, completion

Exams  
10 - 30%

**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, by Jewler and Drewniany, (10th). Wadsworth Publishing, 2011.