

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Principles of Advertising
COURSE NUMBER	BUSN 0260
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	52.1401
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	None
COREQUISITES	None
COURSE PLACEMENT	Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION

An introductory course in advertising, this class provides theory as well as practical experience in various aspects of the advertising industry, including creative work (writing, illustration and layout), account service, research, and media planning.

Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.

PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:
https://kansasregents.org/workforce_development/program-alignment

PROGRAM LEARNING OUTCOMES

AAS Marketing

1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies.

3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.

4. Apply marketing principles to business and marketing issues.

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Introduction to the advertising industry
- II. Advertising in society
- III. Advertising and the global economy
- IV. Integrated Marketing Communications
- V. Understanding consumer behavior
- VI. Advertising research
- VII. Strategic advertising planning
- VIII. Media buying
- IX. Advertising in electronic media
- X. Advertising in print media
- XI. IMC tools
- XII. Creative advertising strategy
- XIII. Copywriting
- XIV. Art direction
- XV. Advertising production

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Describe how the advertising industry works
- B. Demonstrate proper use of integrated marketing communication strategies and tools
- C. Develop a research plan, strategic advertising plan, write and design an advertisement
- D. Summarize the importance of understanding consumer behavior

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.