

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 150 Advertising

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills.

ENTRANCE REQUIREMENTS: None

PREREQUISITE:

COREQUISITE:

RECOMMENDED PREPARATION:

SCOPE OF COURSE: A study of advertising media and methods as sales promotional tools in marketing activities including; but not limited to, such areas as the production and evaluation of advertisements and advertising media.

SPECIFIC COURSE OBJECTIVES: Successful students will

- A. analyze and evaluate all forms of print and electronic advertising media;
- B. critically evaluate existing advertisements and advertising campaigns;
- C. apply principles of advertising to create and analyze advertising campaigns.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- A. Advertising and marketing defined
- B. Classifications of advertising
- C. The advertising business and ethics and social responsibility of advertising
- D. Advertising and its relationship to marketing research

- E. Advertising and its relationship to marketing planning
- F. Strategy, implementation and creative mix
 - 1. Print advertising
 - a.) copy writing
 - b.) layout and use of art
 - c.) creating an advertisement for a specific target market
 - 2. Radio and television advertising
 - a.) copy writing
 - b.) developing the storyboard
 - c.) production and planning
 - d.) scheduling and buying time
 - 3. Other media
 - a.) outdoor
 - b.) direct mail
 - c.) specialty advertising
 - d.) non-profit and promotion
- G. Planning and developing a complete advertising campaign

REQUIRED READING:

Arens, William F. and Courtland L. Bovee. Contemporary Advertising. 8th edition. Boston, MA: McGraw-Hill, 2002.

SUGGESTED READING:

Varies with instructor, but should include: Advertising Age Magazine.

REQUIRED WRITING:

Students are required to maintain a notebook of daily class notes and textbook notes, an ad collection, and returned class assignments.

Periodic written evaluations of advertising will be assigned. Generally these require a one-page evaluative essay of the advertising medium being studied. At a minimum, two such assignments will be required.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

Activities include study of textbook assignments, review of lecture notes, and required writings.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

A typical grading policy will include the following components:

30%	Exams 1-4
30%	Ad Projects 1-3
5%	Daily Assignments
15%	Final Exam
20%	Group Term Project

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Bonnie Ann Dowd, ext. 2495

SIGNATURES ON FILE: