

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course x A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: RTV 160 BROADCAST ADVERTISING

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: College level language skills

ENTRANCE REQUIREMENTS

PREREQUISITE:

COREQUISITE:

RECOMMENDED PREPARATION:

SCOPE OF COURSE:

Role and practice of broadcast advertising, including marketing and media research, time purchasing, and advertising message design and production.

SPECIFIC COURSE OBJECTIVES:

Successful students will be able to analyze radio market data (ratings); will identify potential clients for radio advertising and synthesize a marketing plan for said clients; will compare and contrast their evaluation of client needs with "real world" advertising practices; and perform required audio production resulting in a series of recorded commercials.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Overview
 - a. Social implication of broadcasting advertising
 - b. Basic research techniques
 - c. Review of basic production methodologies
 - d. Marketing and business plan initiation and implementation

- II. STRUCTURE OF BROADCAST ADVERTISING
 - a. Advertising agencies
 - i. Types
 - ii. Organization

 - b. Advertising suppliers
 - i. Research organizations
 - ii. Advertising associations

- iii. Brokers
- iv. Multi-media buyers

c. Sources

- i. Local electronic media outlets
- ii. Station representatives
- iii. National Sales representatives

III. ADVERTISING TOOLS

a. Types

- i. Rating services
- ii. Audience research
- iii. Demographics (target audience, “niche” demographics)
- iv. Census reporting
- v. Test marketing and “focus groups”

b. Strategies

- i. Implementation of marketing plans

IV. PRODUCTION

a. Writing

- i. Selection of criteria (market size, demographics)
- ii. Unique Selling Proposition(s)
- iii. Demand(s) for Action
- iv. Follow-up evaluations of effectiveness

b. Recording/producing

- i. Talent
- ii. Facilities
- iii. Use of music, sound effects, characterizations

V. EFFECTIVENESS CRITERIA

a. Types

- i. Sales response
- ii. Client response

b. Research methods

- i. Market survey
- ii. Manipulated research survey
- iii. What research does not say

REQUIRED READING:

Buchman, Joseph and Charles Warner: Broadcast and Cable Selling; 4 ed. Belmont: Wadsworth Publishing Company, 1999.

Meeske, Milian and R.C. Norris: Copywriting for the Electronic Media; 2 ed. Belmont: Wadsworth Publishing Company, 1992.

SUGGESTED READING:

REQUIRED WRITING:

Students will submit a minimum of two (2) :30-second radio commercial copies for evaluation in class. Additionally, a “Client Marketing Plan” will be written and presented as part of the student’s Final Project.

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.

A major advertising project (“Client Marketing Plan”) will be developed and will include production of a :30-second audio commercial. The commercial will be presented to a specified businessperson for evaluation and also will be presented during the Final Project.

Other activities and assignments included but not limited to:

- An interview with an advertising sales representative (3 hours)
- A “fact finding” mission to a local business (6 hours)
- Advertising campaign analysis (3 hours)
- Commercial writing and research project (6 hours)

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

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

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):

Four equal value assignments will evaluate compliance with the course objectives: Final Project (Client Marketing Plan), Data Research, Spec Spot, and Commercial Spot. Final grading will be based on a percentage of maximum points possible: A = 90% B = 80% C = 70% D = 60%

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

Yes ___ No X 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: Rob Branch, Extension 2443

SIGNATURES ON FILE

*I certify that this course meets all the minimum requirements for A.A. degree applicable courses.

Course outlines of record should be reviewed regularly and revised as necessary.

NOTE: Some revisions to course outlines of record require Curriculum Committee approval, others may not. Please consult your dean or the Instruction Office if you need assistance.