

BUSI 57: PRINCIPLES OF ADVERTISING

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Advisory:	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; not open to students with credit in ADVT 57 or BUSI 81.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate an understanding and appropriate use of advertising terms and concepts in the written component of the term project.
- Students will research, analyze, and interpret marketing data.
- Students will apply advertising strategies in assigned case studies and discussions.

Description

Introduction to the relationship between advertising and society, and consumer and business. Analysis of markets and direction of advertising campaigns toward them. Selection of media. Evaluation and proper use of the creative aspects of advertising. Actual creation of an advertising campaign and pro-forma budget.

Course Objectives

The student will be able to:

- Demonstrate an understanding of the meaning of advertising.
- Identify the relationship between advertising and society, the consumer, and business.
- Develop an advertising analysis.
- Evaluate consumer behavior.
- Develop an advertising budget.
- Create an advertising campaign.

Course Content

- History and growth of advertising
- Economic and social effects of advertising
- Controls on advertising
 - Self-regulation
 - Legal regulation
- Effective and persuasive communication
- Consumer behavior

- Models of behavior
- Influences on behavior
- Campaign planning
 - General and specific objectives
 - Analyzing the product
 - Analyzing and segmenting the market
 - The appeal
 - Brand identification, slogans, and trademarks
 - IMC: Integrated Marketing Communication
- Media
 - Selection factors
 - Cost
 - Effectiveness
 - Newspapers
 - Magazines
 - Direct mail
 - Television
 - Sales promotion
 - Internet
 - Others
- Ad creation
 - Headlines
 - Copy
 - Illustration
 - Type
 - Layout
 - Budgeting
 - Advertising research and testing

Lab Content

Not applicable.

Special Facilities and/or Equipment

A. When taught via Canvas, on-going access to computer with email software and hardware; email address.

Method(s) of Evaluation

- Class and group discussions
- Written critical analysis
- Examinations to measure understand course content
- Research and analysis of current practices in advertising
- IMC project and presentation

Method(s) of Instruction

- Lecture
- Discussion
- Cooperative learning exercises
- Field work
- Oral presentations
- Electronic discussions/chat
- Demonstration
- Community service
- Field trips

Representative Text(s) and Other Materials

Clow, Kenneth E., and Donald Baack. Integrated Advertising, Promotion, and Marketing Communications. 8th ed. Pearson Publishing, 2018.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- A. Analysis of issues dealing with ethics in advertising.
- B. Critical thinking cases or article analysis through handouts or student research.
- C. Term project: group/individual written advertising plan and presentation.

Discipline(s)

Business