



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	112
Descriptive Title:	Advertising
Division:	Business
Department:	Business Management
Course Disciplines:	Management
Catalog Description:	In this course students will study how to create effective and compelling advertising campaigns through print, broadcast, electronic, and other media. Topics to be covered include branding, message creation, and media placement. Also emphasized are the concepts of ethics, social responsibility, and consumer benefits.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	

	IGETC:
	Term:
	Other:
Student Learning Outcomes:	<p>SLO #1 Advertising Terms</p> <p>Learn a comprehensive working vocabulary of advertising-related terminology and apply concepts to organizational needs.</p> <p>SLO #2 Campaign Strategies</p> <p>Identify appropriate strategies and tactics for creating an effective advertising campaign.</p> <p>SLO #3 Integrated Marketing Plan</p> <p>Create advertising messages and campaigns, tailored toward the specific needs and motivations of the audience, which achieve organizational objectives.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Create compelling and effective advertising messages and implement an integrated advertising campaign from research to execution. 2. Explain the concept of brand development and brand positioning and how an advertising message communicates a company's brand. 3. Research a target audience and determine values, motivations, and other psychographics or behaviors which can be used to make a campaign relevant to the target market. 4. Segment a company's target market to identify sub-groups with heterogeneous needs which can be used to create campaigns specific to the audience. 5. Compare and analyze advertising principles, procedures, techniques, and strategies.
Major Topics:	<p>I. Define Advertising (3 hours, lecture)</p> <ol style="list-style-type: none"> A. The history of advertising B. Advertisements as a communication tool C. The current state of advertisements D. The roles of advertisements in business and society E. The formation and history of the ad council F. Advertisements as a means of promotion of social causes and activism <p>II. Consumer and the brand association (3 hours, lecture)</p> <ol style="list-style-type: none"> A. Components of a brand B. Political and social ideas/concepts as brands C. How brands impact consumers D. Advertising planning E. Target marketing F. Positioning G. Generational differences and cultural effects on communication <p>III. Advertising management (6 hours, lecture)</p> <ol style="list-style-type: none"> A. Integrated marketing B. Different types of advertising agencies

- C. Advantages and disadvantages of interaction with an agency vs. in-house production
- D. Social trends and technology
- E. Brand management
- F. Budget management

IV. Media Plan and Execution (12 hours, lecture)

- A. Media Strategy, the media plan, and media schedules
- B. Societal viewpoints of different media
- C. Television as a medium (advantages and disadvantages)
- D. Fragmentation and specialization of television media
- E. Product placement and brand integration
- F. Radio as a medium (advantages and disadvantages)
- G. Past and current developments in radio
- H. Newspapers as a medium (advantages and disadvantages)
- I. National, regional, local, and specialty newspapers
- J. The 'death' of print and shrinking circulation -Impact on advertising and society as a whole
- K. Ethnic and foreign language newspapers
- L. Magazines as a medium (advantages and disadvantages)
- M. Categories and types of magazines
- N. Print circulation in the magazine industry and the use of the Internet
- O. Outdoor advertisements as a medium (advantages and disadvantages)
- P. Forms of outdoor advertisements (billboards, transit, beach sand)
- Q. Internet as a medium (advantages and disadvantages)
- R. Tracking capability of the Internet
- S. Direct mail and direct response as a medium (advantages and disadvantages)

V. Sales promotion (3 hours, lecture)

- A. Coupons and discounts
- B. The impact of price on the brand
- C. Advertisements as a warmup to cold calls
- D. Lead generation and qualification through advertisements
- E. Effective sales appeals and calls-to-action

VI. Advertisement creation (9 hours, lecture)

- A. Consumer, product, and competitive research
- B. Public opinion and attitudes
- C. Message creation
- D. The importance of storytelling
- E. Styles of advertisement messages
- F. AIDA and the call to action
- G. Combining effective copy and visual images
- H. Famous and effective ads and ad campaigns
- I. Ad campaigns that have a lasting impact on the world i.e.: "Friends don't let friends drive drunk", "Only you can prevent forest fires", and "A mind is a terrible thing to waste"

VII. Advertisement production (4.5 hours, lecture)

- A. Print production and management
- B. Television production and management
- C. Radio production and management
- D. Internet production and management
- E. Direct-mail production and management
- F. Outdoor production and management

VIII. Legal protection of the creative and the company (3 hours, lecture)

- A. The brand as an investment and asset
- B. Trademarks & Copyrights
- C. Packaging
- D. Labels
- E. Government regulation through the FTC and other agencies

IX. Execute the campaign (3 hours, lecture)

- A. Integrated marketing campaigns and campaign diversity
- B. Campaign risks
- C. Post campaign research
- D. Campaign metrics and ROI

X. Society's impacts on advertisements and how advertisements affect society (7.5 hours, lecture)

- A. Nature of global and multi-national advertisements
- B. Communication with foreign countries and cultures
- C. The role of diversity in advertisements
- D. Ethnic diversity within a country/culture
- E. Advertisements as an economic and social institution
- F. The social role of advertisements and social responsibility
- G. Advertisements as a means of advancing social causes
- H. Well-known/memorable Ad Council campaigns
- I. Ethical implication of advertisements and how advertisements have shaped ethics
- J. Current advertisement campaigns and social issues such as:
 - 1. Environmental campaigns
 - 2. Anti-bullying campaigns
 - 3. Anti-smoking campaigns
 - 4. Anti-discrimination campaigns
 - 5. The first amendment and its impact on advertisements

Total Lecture Hours: 54

Total Laboratory Hours: 0

Total Hours: 54

Primary Method of Evaluation: 1) Substantial writing assignments

<p>Typical Assignment Using Primary Method of Evaluation:</p>	<p>After exploring the online or print sources on the Internet or at the library, select a recent advertising campaign failure. Advertising Age or other industry magazines often carry stories on failures (as well as successes). You can investigate a campaign for a for-profit business or a social cause. In a two-page paper, analyze why the failure occurred including:</p> <ul style="list-style-type: none"> • What role did the "big idea," media choice, execution, budget, or marketing effort play in the failure? • Did the organization recover from the failure? <p>Explain what happened after the failure and what can be learned from this failure</p>
<p>Critical Thinking Assignment 1:</p>	<p>Using the Ad Council website, YouTube, or another resource, identify an Ad Council campaign that you think was particularly successful or was a failure. Write a one- to two-page report on how principles of advertising were used in the campaign. Identify how the concepts of "the big idea," media planning, integrated campaigns, messaging, positioning, and brand are represented in the advertising. Finally, provide an analysis of why you think the campaign was a success or a failure in shaping society.</p>
<p>Critical Thinking Assignment 2:</p>	<p>Choose a class you have taken in the Business Division that you enjoyed. (You may choose Advertising or any other course.) In one to two pages, describe how you would design a school newspaper advertisement or poster to market the course to non-business majors on the campus. Begin with a short analysis of the target market for the ad and what their needs and motivations are. Then describe how you would position the course and what messaging you would use to effectively communicate the benefits of the course to students. Include in the messaging what imagery, headline, copy, and call-to-action you would use.</p>
<p>Other Evaluation Methods:</p>	<p>Completion, Homework Problems, Matching Items, Multiple Choice, Reading Reports, Term or Other Papers, True/False, Written Homework</p>
<p>Instructional Methods:</p>	<p>Demonstration, Group Activities, Lecture, Multimedia presentations</p>
<p>If other:</p>	
<p>Work Outside of Class:</p>	<p>Problem solving activity, Required reading, Study</p>
<p>If Other:</p>	<p>Prepare advertising campaign for oral presentation</p>
<p>Up-To-Date Representative Texts:</p>	<p>William Arens, Michael Weigold and Christian Arens . <u>Contemporary Advertising and Integrated Marketing Communications</u>. 16th ed. McGraw Hill, 2021.</p>
<p>Alternative Texts:</p>	
<p>Required Supplementary Readings:</p>	
<p>Other Required Materials:</p>	
<p>Requisite:</p>	
<p>Category:</p>	
<p>Requisite course(s): List both prerequisites and corequisites in this box.</p>	
<p>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding</p>	

course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	<p>This course involves reading college level textbooks, developing projects, and answering essay questions. A student’s success in this class will be enhanced if they have these skills.</p> <p>Summarize, analyze, evaluate, and synthesize college-level texts.</p> <p>Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Kriss Powell
Date:	02/01/1987
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Joshua Troesh
Date:	09/24/2023
Last Board Approval Date:	12/18/2023
Effective Term:	FALL 2024