COMMON COURSE OUTLINE: Course discipline/number/title: MCOM 1132: Principles of Advertising

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): College level reading and writing
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course covers theory, principles, criticism and functions of advertising and its economic and social roles. An introduction to advertising writing, typography and layout are included as well as an introduction to broadcast advertising production and presentation.

B. DATE LAST REVISED (Month, year): September, 2012

C. OUTLINE OF MAJOR CONTENT AREAS:
1. The ubiquity of advertising and social criticism
2. The history or advertising
3. Advertising campaign strategies including target marketing and brand positioning
4. The dynamics of advertising agencies and industry professionals
5. Media research, planning and buying
6. Creativity in advertising campaigns
7. Sales promotions
8. Direct Response/Direct Mail Advertising
9. New media and advertising including social networking
10. Retail Advertising
11. Ethical issues in advertising including copyright law and alteration of images

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Discuss the advantages and disadvantages to advertising on the internet.
2. Critically evaluate your own exposure and responses to advertising.
3. Name the properties of an effective ad (print, broadcast and electronic).
4. Name the types of creative mistakes that occur in ineffective ads.
5. Discuss the role of the federal government in the regulation of advertising.
6. Name some attention-grabbing techniques that are employed by advertisers.
7. Explain the criticisms of advertising and its role in society.
8. Describe the financial interdependence of media outlet and advertising.
9. Identify the persuasive techniques use in advertisements.
10. Critique individual ads and ad campaign strategies.
11. Describe the stages of the creative process and the involvement of specialized professionals in each stage.
12. Plan and execute an advertising campaign.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
May include any or all or the following:
1. Objective exams
2. Quizzes
3. Small group discussions and projects
4. Oral presentations
5. Written journals
6. Essay exams
7. A portfolio of student’s work
8. Or any other activities deemed appropriate by an individual instructor

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G. RCTC CORE OUTCOME(S) ADDRESSED:
- Communication
- Critical Thinking
- Civic Responsibility
- Personal/Professional Accountability
- Global Awareness/Diversity
- Aesthetic Response
- None

H. SPECIAL INFORMATION (if any): None