

CUMBERLAND COUNTY COLLEGE

Course: BU 117: Advertising

Credits: 3

Prerequisites: BU 207

Description:

This course focuses on the development of advertising economics and the functions of advertising. Topics include the development of advertisements, copy and layout, cost and application as well as various media outlets

Learning Outcomes

At the completion of this course, students should be able to:

- Explain how advertising fits into the overall marketing mix
- Discuss the role advertising plays in the overall economy
- Demonstrate the basics of advertising, planning, product positioning, creating and advertisement and measuring the effectiveness of the advertisement
- Create an advertisement campaign

Topical Outline

- Advertising Today
- The Big Picture Evolution
- The Big Picture Regulation
- Scope of Advertising
- Consumer Behavior
- Market Segmentation
- Research, Gathering Information for Advertising
- Marketing and Advertising Planning
- Planning Media Strategy
- Creative Strategy Process
- Producing Ads
- Using Print Media
- Using Electronics Media
- Using Digital Interactive Media
- Relationship Building
- The Pitch

Text: Arens, William F., Weigold, Michael F., Arens, Christian (2011). *Contemporary Advertising & Integrated Marketing Communications* (14th ed.). McGraw Hill.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.