

BUS 192: ADVERTISING

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2024
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Total Student Learning Hours:	162
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

A study of media advertising, including magazine, television, radio, newspaper, and direct mail; the purpose and cycles of advertising; laws affecting advertising; and economic effects of advertising. 54 lecture hours.

Course Objectives

- Understand the economic, social, and regulatory aspects of advertising
- Demonstrate an understanding of the human communication process
- Understand the concept of integrated marketing communication (IMC)
- Understand the different types of advertising directed toward business markets (trade advertising, professional advertising, and agricultural advertising)
- Identify the market segmentation variables for consumer markets
- Demonstrate knowledge of the four stages of the product life cycle

Major Course Content

1. Advertising Perspectives
 - a. The dimensions of advertising
 - b. The social, ethical, and regulator aspects of advertising
 - c. The advertising business: agencies and clients
2. Developing Marketing and Advertising Strategies
 - a. The importance of marketing and consumer behavior to advertising
 - b. Market segmentation and the marketing mix: matching products to markets
 - c. Marketing and advertising research: inputs to the planning process
 - d. Marketing and advertising planning
3. Creating Advertisement and Commercials
 - a. Creative copywriting
 - b. Creative art direction
 - c. Creative production: print media
 - d. Creative production: electronic media

4. Advertising Media
 - a. Media planning and selection
 - b. Print media
 - c. Electronic media
 - d. Direct mail, outdoor, transit, and supplementary media
5. Integrated Marketing Communications
 - a. IMC : direct marketing and sales promotion
 - b. IMC : public relations and corporate advertising
 - c. Integrated marketing communications for local and non-commercial advertisers

Suggested Reading Other Than Required Textbook

Research Articles about advertising Books about Advertising Magazines that focus on Advertising

Examples of Required Writing Assignments

Marketing Situation (SWOT) Analysis Case Studies Sales Promotion Plan Media Plan

Examples of Outside Assignments

This project provides an opportunity for students to get hands-on experience creating an advertising campaign for a prospective client. Students are to assume that they work for an Ad Agency that was hired to produce an advertising campaign for a new client, a National Consumer Products Company. The agency has assigned you the task of developing a campaign for one of their client's products. The Agency was hired to create a national advertising campaign that lasts for one year. The client has agreed to budget enough expenditures that cover the cost of advertising for network TV, national radio and magazine, online advertising, and sales promotion activities. Marketing Situation (SWOT) Analysis Case Studies Sales Promotion Plan Media Plan

Instruction Type(s)

Lecture, Online Education Lecture