

**Course Outline**

**COURSE:** MKTG 103      **DIVISION:** 50      **ALSO LISTED AS:**

**TERM EFFECTIVE:** Fall 2011      **Inactive Course**

**SHORT TITLE:** PRINCIPLES/ADVTSG

**LONG TITLE:** Principles of Advertising

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

**COURSE DESCRIPTION:**

The basic principles and techniques of business promotion. An exploration of the media as used in communicating to the market. **ADVISORY:** Eligible for English 250 and English 260.

**PREREQUISITES:**

**COREQUISITES:**

**CREDIT STATUS:** D - Credit - Degree Applicable

**GRADING MODES**

L - Standard Letter Grade

**REPEATABILITY:** N - Course may not be repeated

**SCHEDULE TYPES:**

02 - Lecture and/or discussion

**STUDENT LEARNING OUTCOMES:**

1. This class is designed to introduce students to the world of advertising from the business point of view.
2. Basic principles and techniques of advertising as it applies to the media are discussed, advertising will be tested as to its effectiveness and accuracy.
3. Ad production and broadcasting will be studied as well as less known adver-

tising mediums.

## **CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS**

Inactive Course: 04/25/2011

1	3	Introduction to Advertising
2	3	History of Advertising
3	3	Advertising and Marketing
4	3	Target Marketing
5	3	Media Strategy
6	3	Television & Radio
7	3	Newspaper & Magazines
8	3	Additional ad mediums
9	3	Sales Promotion
10	3	Advertising Psychology
11	3	Creativity
12	3	Ad layout - print ads
13	3	Commercial Production
14	3	Trademarks & Packaging
15	3	Ad agencies and the complete ad campaign
16	3	Legal, social, economic aspects
17-18	6	FINAL PROJECTS - Original product advertising campaign

Text and projects.

### **COURSE OBJECTIVES:**

1. Understand the growth of advertising throughout history.
2. Understand the importance of the marketing department and coordination with advertising.
3. Learn to plan advertising to its target market.
4. Distinguish between and select appropriate media for advertising.
5. Distinguish between and develop sales promotions.
6. Understand some basic advertising psychology.
7. Develop skills in creativity.
8. Understand and practice ad layout and copy writing in print production.
9. Understand the steps involved in broadcast ad production.
10. Analyze and establish trademarks and packaging.
11. Understand and evaluate the role of an advertising agency.
12. Organize and present an entire ad campaign.

### **METHODS OF INSTRUCTION:**

Lecture/Discussion

### **REPRESENTATIVE TEXTBOOKS:**

Advertising Procedures, latest edition.  
Prentice-Hall Publishers, Author: Kleppner

## **ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:  
CSU GE:  
IGETC:  
CSU TRANSFER:  
Transferable CSU, effective 199670  
UC TRANSFER:  
Not Transferable

**SUPPLEMENTAL DATA:**

Basic Skills: N  
Classification: I  
Noncredit Category: Y  
Cooperative Education:  
Program Status: 1 Program Applicable  
Special Class Status: N  
CAN:  
CAN Sequence:  
CSU Crosswalk Course Department: MKTG  
CSU Crosswalk Course Number: 103  
Prior to College Level: Y  
Non Credit Enhanced Funding: N  
Funding Agency Code: Y  
In-Service: N  
Occupational Course: B  
Maximum Hours:  
Minimum Hours:  
Course Control Number: CCC000090713  
Sports/Physical Education Course: N  
Taxonomy of Program: 050600