



Syllabus

BUS 229 - Advertising

General Information

Date April 19th, 2023

Department Business

Course Prefix BUS

Course Number 229

Course Title Advertising

Course Information

Catalog Description Examines advertising as an important component in managerial marketing. Emphasis is placed on objectives, media study, strategic planning, budget considerations, control, and the measurement of advertising effectiveness. The role of advertising agencies and departments are examined

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

None

Course Learning Outcomes

Course Learning Outcomes

1. 1. Identify the real social and cultural role of advertising and, conversely, the impact of a society's values on advertising
2. 2. Describe the important, global effect of marketing and advertising on business, industry, and national economies.
3. 3. Recognize the strategic function of advertising within the broader context of business and marketing.
4. 4. Evaluate and recognize the impressive artistic creativity and technical expertise required in advertising.
5. 5. Identify what people in advertising and related disciplines do, how they do it, and the expanding career opportunities these fields now offer.

Outline of Topics Covered

- Advertising perspectives i.e. what is advertising, the history of advertising, the social, economic and regulatory aspects of advertising, the scope of advertising (from local to global).
- Development of marketing and advertising strategies i.e. marketing and consumer behavior, market segmentation and the marketing mix; research, marketing and advertising planning, media planning.
- Integrating advertising with the other elements of the communication mix i.e. relationship building with direct marketing, personal selling, sales promotion, public relations, sponsorship and corporate advertising.
- Creating advertisements and commercials.
- Using advertising media.