



COURSE INFORMATION SHEET

Note: If a more detailed, instructor/section-specific course information sheet is required, please contact the department.

DEPARTMENT:

Business Administration/Economics

COURSE:

MAR204 ADVERTISING

COURSE DESCRIPTION:

Effective use of advertising media, integration of promotion plans and sales techniques with advertising. Most sections are writing-intensive and service learning. Typically, this means that students will prepare an advertising plan, complete with strategy, media, and message development along with creative executions for a real-world client. Often, the client is a department of the college or a non-profit organization. This class will utilize a combination of lecture, group discussion, small group work, and guest speakers. Active student participation is encouraged at all times. The course will conclude with a real-life advertising campaign. 3 Class Hours, 3 Credits.

COURSE PREREQUISITES:

MAR 200 with a grade of C or higher. Principles of Marketing courses with other numbering designations may be accepted.

COURSE LEARNING OUTCOMES:

1. Demonstrate the development of analysis, planning and problem-solving skills that lead to effective decision making in an advertising context.
2. Demonstrate an understanding of the role and importance of advertising in contemporary marketing, both for profit and nonprofit organizations.
3. Identify the ethical issues associated with advertising.
4. Analyze the competitive marketing environ as well as the technology and media that are used to transmit the advertising message.
5. Demonstrate and be able to apply an understanding of the important terms, principles, and concepts involved in advertising.
6. Demonstrate the development of effective team playing skills in an advertising/marketing context.