

Code: MRKT105 **Title:** Advertising

Institute: Business and Social Science **Department:** Fashion/Marketing

Course Description: The course will encompass those areas relevant to modern advertising. Topics covered will include media selection, social and economic impacts of advertising, layout, advertising and the marketing system, copywriting and advertising campaign strategies.

Prerequisites: READ 092, READ 095 or passing score in reading on Basic Skills Test.

Corequisites:

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

Required Textbook/Materials:

ADVERTISING, W. Arens / M. Weigold 3rd Edition, McGraw Hill with Connect access

Additional Time Requirements:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

Course Learning Outcomes:

Upon completion of this course, students will be able to:

- Identify the social, ethical, and regulatory aspects of advertising.
- Determine and distinguish between the creative and business objectives of a promotional strategy.
- Evaluate copywriting, print production, and media selection for effectiveness in the overall communication strategy.
- Plan and implement an advertising campaign, inclusive of creative development, media selection and assessment.

Grading Standard:

A grade will be assigned to each student based upon the quality of their work, using the following criteria:

Grades will be based as follows:

Exams:	50% (5 exams worth 10% each)
Homework:	20%
Group Project	20%
Attendance/Class Participation:	<u>10%</u>
Total:	100%

A	93 - 100
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	76 - 79
C	70 - 75
D	65 - 69
F	Less than 65

Students should review individual faculty addendum for any changes in grading policy

Syllabus

Course Content:

Unit Topics and Chapters:

1. An Intro to Advertising – Chapters 1, 2, 3
2. Understanding the Target Audience – Chapters 4, 5
3. The Planning Process – Chapters 6, 7
4. The Creative Process – Chapters 8, 9
5. Reaching the Target Audience – Chapters 10, 11, 12, 13
6. Integrating Marketing Communications Elements – Chapters 14, 15, 16

Department Policies:

Attendance and Testing Policy: Tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0."

With the instructor's permission, the student will be permitted to take a makeup examination. Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence. Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

Additional Attendance and Lateness Policies:

1. If out for illness or travel, see instructor. You must notify your instructor prior to the missed class. Notifying the instructor does not remove the absence.
2. In the event a student accrues more than 2 absences, a student's final grade will be lowered one grade level. 2 latenesses/leaving early= 1 absence.

****See individual instructor addendum for additional information and policies****

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

Syllabus

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.