

**LAKE AREA TECHNICAL INSTITUTE
MARKETING/MANAGEMENT/SALES
SYLLABUS**

Course: BUS 150 – Advertising

Credits: 4

Required Textbook: *Advertising: Principles and Practice*, Wells, Burnett, Moriarty

Course Description: Welcome to Advertising! This course combines a practical experience with learned discussions of the proper media selection. It will provide you with an understanding of how advertising works and its effectiveness in the business world of promotion. The textbook covers the six C's of Advertising; Consumers, Communications, Constraints, Creativity, Channels, and Campaigns. This basic approach to learning advertising will provide an excellent background for entry into a career in this field.

The extent of your education will depend upon your involvement in this class and project. The course of study includes a list of objectives that will need to be completed. The task list and an approximate schedule of completion for the material we will be covering is attached.

Units of Instruction:

- 150 1 Chapter 1 - Introduction to Advertising
- 150 2 Chapter 2 - Advertising and Society: Ethics, Regulations, and Social Responsibility
- 150 3 Chapter 3 - Advertising and the Marketing Process
- 150 4 Chapter 4 - The consumer Audience
- 150 5 Chapter 5 - Account Planning and Research
- 150 6 Chapter 6 - How advertising Works
- 150 7 Chapter 7 - Advertising Planning and Strategy
- 150 8 Chapter 8 - Media Planning and Buying
- 150 9 Chapter 9 - Print Media
- 150 10 Chapter 10 - Broadcast and Interactive Online Media
- 150 11 Chapter 11 - The Creative Side of Advertising
- 150 12 Chapter 12 - Creating Print Advertising
- 150 13 Chapter 13 - Creating Broadcast Advertising

The lab project will run along with the text material for the length of the class. The project will consist of developing a marketing profile for a product. You will be able to list and talk about a product of your choice and how you would advertise and position that product. You will also use the *FAB* technique when doing this project.

Grading: The grading system used is based on the accumulation of earned points. Classroom attendance is mandatory and your grade may be affected if absenteeism is excessive of departmental standards.

Anything over the allowed amount and you will be dropped from the class (5/6 hours) All assignments are expected to be handed in on the assigned date. After that no credit will be given.

Grading Scale: A = 94%-100% B = 87%-93% C = 80%-86% F = below 80%

Thirteen (13) tests at 25 points each..... 325 points = 40%
Four (4) Online and Video reports at 25 points each..... 100 points = 12%
Four (4) Reading assignments at 25 points each..... 100 points = 12%
Special Advertising Project..... 300 points = 36%