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## SECTION HEADING

### **BUS 2233: Advertising**

#### **Description**

Advertising studies the role of advertising and its relationship to the total promotional and marketing efforts of any organization selling goods/services/ideas. Emphasis is placed on selecting the right appeals, layout, and media in reaching the target market. The total communication process is studied in light of various consumer psychology/behavioral theories.

#### **Credits**

3

#### **Prerequisite**

None

#### **Corequisite**

None

#### **Topics to be Covered**

1. Ethics and Regulation
2. Advertising and the Marketing Process
3. Advertising Agencies
4. The Consumer Audience
5. Strategic Research
6. Strategy and Planning
7. Media, Strategy and Planning
8. Broadcast Media
9. Print Media
10. Media Buying
11. The Creative Side of Advertising
12. Creating Print Advertising
13. Creating Broadcast Advertising
14. Creating Direct Response Advertising

#### **Learning Outcomes**

1. Understand ethics and regulation in advertising
2. Understand advertising background, planning, and strategy
3. Apply strategic and evaluative research
4. Differentiate aspects relating to advertising media
5. Analyze the creative side of advertising, advertising campaign, and public relations

#### **Credit Details**

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): None