

Print Date: 8/9/17

Course Objectives/Course Outline
Spokane Community College

Course Title: Fundamentals of Advertising

Prefix and Course Number: MMG218

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Discuss the ethical, social, legal and economic considerations to isolate issues involved in creating an advertising campaign
- Create a promotional campaign through group collaboration
- Explore the role of advertising in today's market
- Analyze brand planning, target marketing, and positioning
- Describe the managing of advertising
- Identify the various types of media used in advertising
- Analyze environmental forces that influence advertising decisions

Course Outline:

- I. Fundamentals of Advertising
 - A. Planning
 - B. Directing
 - C. Coordinating and Advertising functions
 - D. Marketing tools