

SPOKANE FALLS COMMUNITY COLLEGE

Course Learning Objectives Student Learning Outcomes

Course Title: Advertising Basics
Prefix and Course Number: MMG217

Last Modified: W17

Course Learning Objectives

Background

- A. The evolution of advertising
- B. The environment of advertising

The Business of Advertising

- A. Segmentation
- B. Targeting
- C. Marketing Mix

Creating Ads

- A. Strategy and Process
- B. Art and Copy

Advertising Outlets

- A. Print
- B. Broadcast and cable
- C. Out-of-home, direct mail, and specialty

Media Planning and Buying

- A. Direct marketing
- B. Personal selling
- C. Packaging and sales promotion

Student Learning Outcomes

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

1. Recognize the social, legal, and economic considerations and constraints involved in creating an advertising campaign.
2. Implement an appropriate sequence of activities to execute a persuasive promotional campaign.
3. Work collaboratively within a group to create a promotional campaign.
4. Demonstrate persuasive oral and written skills in presenting a promotional campaign.