

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**BUS 60 - Advertising and Copywriting**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III; Math Level II

**Transfer Status:** CSU

51 hours Lecture

This course introduces students to the function of advertising in relation to business and society. It looks at advertising as a social and economic institution. Emphasis is placed on identifying the best strategy and advertising medium to achieve the business objective. Students will plan an advertising campaign including defining a target audience, research markets, select the most effective advertising mediums, select media outlets, estimate the campaign budget and draft advertising copy. The advertising campaign project builds an understanding of traditional and digital advertising, writing radio or podcast copy, and storyboarding for television or digital advertising.

### II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Discuss the economic, regulatory and global aspects of the use of advertising to achieve business objectives
- B. Evaluate market research techniques and application in advertising strategy and message development
- C. Examine consumer behavior and the role advertising plays in motivation
- D. Define the components and the process of developing an advertising schedule and budget
- E. Compare the strengths and weaknesses of the various media for advertising (TV, radio, newspaper, www, magazine, outdoor, yellow pages, etc.)
- F. Evaluate purchase of media time and space through research of rates and services
- G. Apply the principles of advertising strategy when evaluating advertising campaigns.
- H. Define the complete suite of marketing tools and the advantages of an integrated marketing communications strategy

### III. COURSE CONTENT

#### A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introduction and Historical Review of Advertising	3.00
2. Advertising impact; global/local, economic, social and regulatory	3.00
3. Market research, segmentation and review of marketing mix	4.00
4. Consumer Motivation and Buyer Behavior Models	4.00
5. Marketing planning: Integrated Marketing Communications (IMC)	4.00
6. Media strategy, planning, selection and buying	4.00
7. Advertising techniques, strategy and the creative process	4.00
8. Preparing Advertising Copy: online, print, TV, Radio	5.00
9. Television and Radio Advertising	3.00
10. Print and digital media advertising	3.00

11. Internet promotions; website, search engine and social media	3.00
12. Project management of advertising production for both print and digital mediums.	3.00
13. Secondary Media: Direct Mail, Outdoor, Yellow Pages	3.00
14. Crafting integrated marketing and advertising strategies and plans	5.00
Total Hours	51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Instructor Demonstrations
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Discussion
- E. Problem-Solving Sessions
- F. Reading Assignments
- G. Multimedia Presentations
- H. Cumulative advertising campaign project

#### **V. METHODS OF EVALUATION**

- A. Exams/Tests
- B. Quizzes
- C. Oral Presentation
- D. Projects
- E. Homework
- F. Class participation
- G. Written Assignments

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  1. Read the chapter on “Using Print Media.” Based on the principles in this chapter, collect 3 excellent examples of print advertising. Be prepared to share the ads with the class and explain how they demonstrate effective advertising.
  2. Read the chapters on economic, regulatory and global aspects of advertising. Research and identify 2 articles that exemplify the types of issues created by these aspects of advertising. Write a 1-2 paragraph summary of the article and your thoughts. Be prepared to share your article summary with the class.
- B. Writing Assignments
  1. Write a 8-10 research plan for the following hypothetical new product launch.  
Product: ecofriendly reusable lunch box  
Complete your research, summarize the potential for three target audiences. Include what advertising strategy you recommend and which of the marketing tools you would employ to achieve the business objective.
  2. Research “Blog Promotions” on the internet. Read at least three articles outlining what it takes to successfully promote a Blog. Write a 1 page business email from you to your boss summarizing your findings of successful blog promotion and your recommendation for next steps.
- C. Out-of-Class Assignments
  1. Become a student of advertising in your environment this week. Collect at least 2 samples of the four major types of advertising: TV, Radio, Print and Online. Collect these samples and arrange them into a powerpoint. Emphasize on each slide, the key message of the ad,

advertising style used and inferred or direct call to action. Be prepared to present and submit your slides in class this week.

2. Write an 8-10 page report and create an executive summary of the input you would provide to a graphic design or multimedia agency with which your firm will be working on a new product launch. Give a 20 minute presentation on your project to the class during the last two weeks of the semester. You may also be asked to submit in-progress updates.

## VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Arends, W.F. Contemporary Advertising. 9th Edition. McGraw-Hill/Irwin, 2011.
- B. Shimp, T.A., and Andrews, J.C. Advertising Promotion and Other Aspects of Integrated Marketing Communications. 9th Edition. Cengage, 2013.

**Created/Revised by:** Lisa Christiansen

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