Course Outline: Advertising Marketing

Instructor: Jun Albert Pardillo  
Credit Units: 3  
Target Students: 3rd Year Information and Communication Students  
Total Hours: 54  
Class Hours per Week: 3

Course Description:  
  
Advertising Marketing is a course designed for 3rd Year Information and Communication Students who are interested in learning about the principles and practices of advertising and marketing. This course will provide students with a comprehensive understanding of the advertising industry, including the different types of advertising, advertising strategies, and advertising campaigns.  
  
Throughout the course, students will learn about the different marketing techniques used to promote products and services, including market research, target audience analysis, and branding. They will also explore the various advertising mediums, such as print, television, radio, and digital media, and how to create effective advertising campaigns for each medium.  
  
The course will also cover the legal and ethical considerations of advertising, including advertising regulations, consumer protection laws, and advertising ethics. Students will learn how to create advertising campaigns that are both effective and ethical, and how to avoid common pitfalls in advertising.  
  
By the end of the course, students will have a solid understanding of the advertising industry and the marketing techniques used to promote products and services. They will be able to create effective advertising campaigns that are both ethical and successful, and they will be prepared to enter the advertising industry with confidence.

# Introduction to Advertising and Marketing

Total Hours: 11

This section introduces the basic concepts of advertising and marketing, including the history and evolution of advertising, the role of marketing in business, and an overview of the advertising industry. Students will learn about the different types of advertising and the significance of marketing research and target audience analysis.

# Advertising Strategies and Campaigns

Total Hours: 11

This part of the course focuses on the development of advertising strategies and the creation of advertising campaigns. Topics include the process of creating an advertising campaign, from conceptualization to execution, as well as the use of creativity and storytelling in advertising. Students will analyze successful advertising campaigns to understand the elements that contribute to their effectiveness.

# Marketing Techniques and Branding

Total Hours: 11

In this section, students will delve into marketing techniques such as market segmentation, targeting, and positioning. The importance of branding and brand management will also be discussed, along with strategies for building and maintaining a brand image. Practical exercises will allow students to apply these concepts in real-world scenarios.

# Advertising Mediums and Digital Marketing

Total Hours: 11

This part covers the various mediums through which advertising can be delivered, including print, television, radio, and digital media. Special attention will be given to digital marketing, exploring topics such as social media marketing, search engine optimization (SEO), and email marketing. Students will learn how to leverage these digital platforms to create engaging and effective advertising campaigns.

# Legal and Ethical Considerations in Advertising

Total Hours: 10

The final section addresses the legal and ethical considerations relevant to the advertising industry. This includes advertising regulations, consumer protection laws, and the ethical dilemmas that professionals may face in the field. Through case studies and discussions, students will explore how to navigate these challenges while maintaining the integrity of their advertising campaigns.