# Course Outline

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| **Course title: Advertising Marketing** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## 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.

## Course Learning Outcomes (CLOs)

* Understand the historical development and current structure of the advertising industry.
* Analyze different types of advertising strategies and their effectiveness in various campaigns.
* Demonstrate knowledge of market research techniques and their application in targeting and engaging specific audience segments.
* Design and evaluate advertising campaigns across multiple media platforms considering ethical and legal standards.
* Apply principles of branding and consumer behavior to create cohesive advertising messages.

## Topics / Modules and Intended Learning Outcomes

1. Overview of Advertising Industry

* Describe the evolution of the advertising industry and identify its key components and stakeholders.
* Analyze the impact of technological advancements, such as artificial intelligence, on advertising practices and strategies.

1. Advertising Strategies and Campaigns

* Evaluate the effectiveness of different advertising strategies and campaigns, including digital and traditional media.
* Design a basic advertising campaign incorporating strategic planning and creative elements.

1. Market Research and Target Audience Analysis

* Conduct market research to gather insights about potential customers and competitive landscapes.
* Analyze and segment target audiences based on demographic, psychographic, and behavioral criteria.

1. Advertising Media and Channels

* Compare and contrast the advantages and limitations of different advertising mediums, including print, television, radio, and digital.
* Develop a multi-channel advertising strategy tailored to specific campaign objectives and target audiences.

1. Legal and Ethical Considerations in Advertising

* Identify and discuss the legal regulations and ethical considerations relevant to advertising practices.
* Create advertising content that adheres to ethical standards and respects consumer rights.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Overview of Advertising Industry** | Introduction to the course and the advertising industry. Discuss the evolution and the current landscape of advertising. | Students will present a summary of the advertising industry's evolution. | Presentation evaluation |
| Week 2 | **Overview of Advertising Industry** | Analyze case studies on the impact of technological advancements in advertising. | Written analysis of case studies. | Case study analysis rubric |
| Week 3-4 | **Advertising Strategies and Campaigns** | Discussion on various advertising strategies and their application in different campaigns. Begin designing a basic advertising campaign project. | Initial campaign project proposal. | Project proposal evaluation |
| Week 5-6 | **Market Research and Target Audience Analysis** | Workshop on conducting market research and analyzing target audience. Application of concepts in ongoing campaign project. | Market research report and target audience analysis for the campaign project. | Report grading rubric |
| Week 7-8 | **Advertising Media and Channels** | Exploration of different advertising mediums and development of a multi-channel strategy for the campaign project. | Multi-channel advertising strategy presentation. | Strategy presentation evaluation |
| Week 9-10 | **Legal and Ethical Considerations in Advertising** | Discussion on legal and ethical considerations in advertising. Review of campaign projects for compliance. | Analysis of legal and ethical considerations in student's campaign projects. | Compliance analysis report |
| Week 11-17 | **Campaign Project Development and Presentation** | Finalization and presentation of advertising campaign projects. Incorporation of feedback and refinement of projects. | Final advertising campaign project presentation. | Final project presentation evaluation |
| Week 18 | **Course Wrap-up and Reflection** | Reflection on the learning journey in the course. Discussion on potential career paths in advertising and marketing. | Reflective essays on learning outcomes and future career aspirations. | Reflective essay grading |

## References

*Rabindranath, M., & Singh, A.K. (2024). Introduction to Advertising. In Advertising Management: Concepts, Theories.*  
Link: https://link.springer.com/chapter/10.1007/978-981-99-8657-6\_1

*Czinkota, M.R., Kotabe, M., Vrontis, D., Shams, S.M.R., & others. (2021). Designing effective promotion and advertising strategies. In Marketing: Past, Present and Future.*  
Link: https://link.springer.com/chapter/10.1007/978-3-030-66916-4\_12