

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore <http://www.labette.edu/bookstore> for the required texts for this class.

COURSE NUMBER: COMM 103

COURSE TITLE: INTRODUCTION TO ADVERTISING

SEMESTER CREDIT HOURS: 3

DEPARTMENT: Communication

DIVISION: General Education

PREREQUISITE: None

COURSE DESCRIPTION:

This course examines strategies, techniques and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Understand the role and significance of advertising.

- Demonstrate knowledge of advertising characteristics.
- Understand the roles of advertising.
- Gain insight to the role and organization of the advertiser.
- Know who performs advertising functions.
- Gain a general understanding of legal considerations involved in advertising work activities.

2. Understand the basic terms and know the basic strategies, techniques and principles of advertising.

- Gain understanding of the basic process of communication.
- Demonstrate effective advertising skills in their projects.
- Understand advertising activities in corporations.
- Gain an understanding of advertising strategy planning.
- Understand the process of target market selection.
- Write and organize a basic program plan for an advertising activity.