

BUSAD166 : Advertising

General Information

Author:	<ul style="list-style-type: none">Sophia PossidonCardona, Rafael
Course Code (CB01) :	BUSAD166
Course Title (CB02) :	Advertising
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0509.10) Advertising
CIP Code:	(09.0903) Advertising.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000303876
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 166 introduces the purpose and principles of advertising, including the organization and functions of advertising agencies. We explore [consumer] buying motives and how to craft and write effective messages. We also review print, radio, television, social media and outdoor advertising methods and costs. While artistic ability is not the focus, students with illustrative skills have the opportunity to apply them in their copywriting assignments.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Marketing
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08) Course is not a basic skills course.	Course Special Class Status (CB13) Course is not a special class.	Grading Basis <ul style="list-style-type: none">Grade with Pass / No-Pass Option
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Pre-Collegiate Level (CB21) Not applicable.	Course Support Course Status (CB26) Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name

Type

In Class

Out of Class

No Value

No Value

No Value

No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards

Formulate informed perspectives and strategic recommendations in response to real-world challenges within business contexts.

Solve problems and accomplish tasks through written communication.

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction

Lecture

Methods of Instruction

Discussion

Methods of Instruction

Multimedia

Methods of Instruction

Guest Speakers

Out of Class Assignments

- Group projects and assignments (e.g. create an advertising plan for a major national brand)

Methods of Evaluation

Rationale

Exam/Quiz/Test

Quiz

Activity (answering journal prompt, group activity)

Homework assignments

Writing Assignment

Creative brief

Textbook Rationale

No Value

Textbooks

Author

Title

Publisher

Date

ISBN

Thomas O'Guinn

Advertising and Integrated
Brand Promotion 8th edition

Cengage

2019

9781337110266

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Identify the elements in an advertising campaign: objectives, research, target audience, theme media selection, and evaluation of the result.

Develop an advertising strategy for a product, a service, and a personality and present these strategies before a group.

Examine specific advertising areas of interest to individual student.

Identify basic advertising terminology.

SLOs

Explain the application of advertising principles as they relate to the marketing of goods and services for profit and non-profit businesses.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Design a comprehensive advertising campaign.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Assess different types of media.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Additional SLO Information**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

History and Background (5 hours)

- Functions of advertising
- Evolution of modern advertising
- Criticism and waste
- Regulators of advertising

Advertising Agencies (7 hours)

- How do agencies work
- What do agency people do
- Different types of agencies

The Marketing Mix (8 hours)

- Target markets
- Consumer behavior
- Advertising to diverse audiences (cultural, racial, abilities, ages, languages, socioeconomic statuses, etc.)
- Marketing research Planning

Copywriting (8 hours)

- Objectives and strategy
- Headlines and body copy
- Copy styles
- Creating

Art Direction (8 hours)

- Role of artist
- Designing advertisement
- Layout of ad

Production (8 hours)

- Print media
- Broadcast media
- Packaging and labeling

Media (10 hours)

- Selection and planning
- Newspapers
- Television
- Radio
- Magazines
- Out-of-home
- Direct mail
- Digital

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources**Did you contact your departmental library liaison?**

Yes

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value