

OUTCOMES BASED LEARNING MATRIX

Course: BUSN123 Advertising

Department: Business Administration

This course surveys the social and economic role of advertising in our society. Students have an opportunity to study the components which constitute effective advertising and to observe the use of advertising by the various forms of mass media. Topics include the role of advertising, planning, media creation, and management of the advertising campaign. Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval.

Core Competencies for outcomes activities and assessment tools: Critical and Creative Thinking (CCT); Information Literacy (IL); Oral Communication (OC); Quantitative Literacy (QL); Written Communication (WC); Civic Engagement (CE); Global Learning (GL); Integrative Learning (IG).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
To introduce the student to the role that advertising plays in the promotional component of the marketing mix.	<p>Discuss the four aspects of the promotional component of the marketing mix and indicate how each one has an impact in informing, reminding and persuading the end user. (CCT, WC, OC)</p> <p>Trace the relationship between advertising and the development of mass media. (WC, OC)</p> <p>Explore the advertising as a form of both consumer and trade communication. (CCT, WC, OC)</p>	<p>Utilize the internet to have the student research the change in print advertising formats over several different decades. (CCT, IL, WC)</p> <p>Individual student research on the historical development of advertising beginning with the American Revolution and tracing it to current advertising practices. (CCT, WC, OC, IL, IG)</p> <p>Objective testing based on terms and theories regarding consumer and trade advertising. (CCT)</p>
<p>Make the student aware of the moral and ethical dilemmas that face the advertising industry in today's business environment.</p> <p>Explore the concepts of the legal and regulatory environment of advertising.</p>	<p>Cite examples of ethical and moral dilemmas that impact on businesses and advertising agencies. (CCT, WC, OC)</p> <p>Identify specific examples of the impact that the First Amendment has on advertising practices. (CCT, IL, WC)</p>	<p>Analyze ethical and moral dilemmas through case study and class discussion. (CCT, WC, OC)</p> <p>In small groups have students research examples of deceptive or fraudulent advertising and present their findings to the class. (OC, WC, CCT, IL)</p> <p>Objective testing based on terms and theories. (CCT)</p>

<p>Develop and understand of target marketing and the impact it has on successful advertising strategy.</p>	<p>Describe the steps involved in targeting a specific market. (CCT, WC, OC) Analyze the emerging growth of niche marketing and the importance of product positioning. (CCT, WC) Explore the different philosophies regarding the use of demographics and psychographics in effective target marketing. (CCT, WC)</p>	<p>Research a company that has successfully marketed to a specific “niche”. Identify the types of advertising that were used to inform, persuade and remind their target market. (CCT, WC, GL, IL) Objective testing based on terms and theories. (CCT) Case Studies (WC, CCT)</p>
<p>To understand advertising and the mass media. This will enable the student to analyze and understand the factors that influence media selection for specific products and services. Emphasize the print, electronic and out-of-home media.</p>	<p>Explain the advantages and disadvantages of each mass medium. (CCT, OC) Analyze the components of the consumer decision-making process. (CCT, WC, OC) Compile an assortment of advertising examples that trace the obsolescence of one product and the emergence of new technology. (IL)</p>	<p>Objective testing based on terms and theories. (CCT) Case Studies (WC, CCT)</p>
<p>To understand how sales promotion improves the effectiveness of an advertising campaign and the function of sales promotion in relationship to the overall advertising campaign</p>	<p>Research and discuss the primary types of sales promotion. (CCT, WC, OC) Analyze the importance of coordinating advertising and promotional activities. (CCT, WC, OC)</p>	<p>Use the internet to identify and report on successful examples of effective sales promotion. (CCT, WC, OC, IL) Gather examples of consumer sales promotion and quantify the effectiveness based on overall success in the market place. (CCT, WC, IL, QL) Objective testing based on terms and theories. (CCT, WC)</p>