



College Document # \_\_\_\_\_

UCC Document # 188

Date Received 2/1/06

CATALOG YEAR 2006-2007

(Please use separate form for each add/change)

COLLEGE/SCHOOL : College of Arts & Sciences \_\_\_\_\_

Current Catalog Page(s) Affected: pg. 265 \_\_\_\_\_

Course: Add: + Delete: \_\_\_\_\_  
(check all that apply) Change: Number COMM 3329 Title \_\_\_\_\_ SCH 3  
Description \_\_\_\_\_ Prerequisite none

**COMM 3329**  
**Fundamentals of Advertising**  
**Course Description:**

This course explores the fundamentals of advertising and the basic theories and principles used in developing advertising. Learn how advertisers and agencies develop an advertisement or ad campaign, the visuals and messages to include in the ad, where and when the ad or campaign should run, and why. Topics include typical jobs in advertising and the basic duties associated with each job, advertising history, and ethical considerations.

Justification: This course is fundamental for a concentration in media and media production. The majority of communication programs throughout the country include some type of coursework in advertising.

**Program:** Add: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed Program of Study description and 4-year plan. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

**Minor:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed minor. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

**Faculty:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed faculty entry. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

**College Introductory Pages:** Add information: \_\_\_\_\_ Change information: \_\_\_\_\_ Attach new/changed information. If in current catalog, copy and paste the text from the [on-line catalog](#) and indicate changes in red.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____	_____
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____

Dean

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COMM 3329

## **Fundamentals of Advertising**

**Credit:** 3 semester credit hours

### **Course Description:**

This course explores the fundamentals of advertising and the basic theories and principles used in developing advertising. Learn how advertisers and agencies develop an advertisement or ad campaign, the visuals and messages to include in the ad, where and when the ad or campaign should run, and why. Topics include typical jobs in advertising and the basic duties associated with each job, advertising history, and ethical considerations.

**Prerequisite/corequisite:** none

### **Student Learning Outcomes:**

1. Students will be able to identify the major elements in a marketing mix.
2. Students will be able to design advertising copy and messages appropriate for client needs.
3. Students will be able to summarize the key ethical and legal issues in advertising.
4. Students will be able to compare the strengths and weaknesses of different advertising mediums and venues for creating and implementing a successful advertising campaign.

### **Topics to be included:**

- How to develop an advertising campaign or advertisement through learning how to plan, research, implement, and evaluate.
- Functions and significance of advertising in society
- Different advertising mediums and their strengths and weaknesses
- Client and consumer research
- Ethical and legal issues in advertising
- What is a marketing mix?
- Client focused and Audience centered
- Cutting through the clutter—creative advertising messages and campaigns