

# MARK-2270: PRINCIPLES OF ADVERTISING

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## Cuyahoga Community College

### Viewing: MARK-2270 : Principles of Advertising

**Board of Trustees:**

January 2021

**Academic Term:**

Fall 2021

**Subject Code**

MARK - Marketing

**Course Number:**

2270

**Title:**

Principles of Advertising

#### **Catalog Description:**

Introduction to advertising as an element of a marketing strategy in traditional and digital media. Focuses on strategic and creative processes by which an advertising message is produced, and techniques to attract the right target audience.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

**Lab Hour(s):**

0

**Other Hour(s):**

0

## Requisites

### Prerequisite and Corequisite

MARK-2010 Principles of Marketing or MARK-1080 Social Media Marketing.

## Outcomes

### Course Outcome(s):

Explain advertising's role in the marketing mix and as a coordinated element of integrated marketing communications.

### Objective(s):

1. Identify the role of advertising in the marketing process.
2. Recognize different advertising techniques including digital advertising.
3. Demonstrate an understanding of how marketing research is used in the development of the advertising message.
4. Demonstrate an understanding of how the various elements in an advertisement work together to create impact.
5. Demonstrate an understanding of the advantages and disadvantages of using each of the media types, i.e. radio, television, newspaper, magazine, direct mail, electronic media, and social networks.
6. Critically analyze advertisements and advertising plans.
7. Analyze social and ethical issues surrounding advertising, from consumer, societal and agency perspectives.
8. Explain the different job functions and responsibilities of those employed in advertising.
9. Discuss the historical, economical and societal influences of advertisement.
10. Describe the structure and function of an advertising agency.
11. Utilize research and social listening to evaluate consumer behavior.

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**Course Outcome(s):**

Apply advertising techniques to digital media and social media platforms.

**Objective(s):**

1. Explain the use of digital display advertising, pay per click, and search engine marketing.
2. Identify the components of social media advertising on the top social media networks (LinkedIn, Facebook and Instagram).
3. Outline Affiliate and Remarketing campaigns and how they are utilized in advertising.
4. Analyze successful video ads and current technologies.
5. Discuss email advertising and direct mail advertising creation and implementation.

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**Course Outcome(s):**

Apply advertising techniques to create a media strategy that incorporates into a marketing plan to influence customers needs and want.

**Objective(s):**

1. Identify the key elements of and develop a basic advertising plan for a product and/or company.
2. Demonstrate an understanding of the process by which various types of ads are created.
3. Explain the role and duties of media planning and media buying.
4. Develop cost/benefit analyses for alternative media and social media placements.
5. Identify the regulations in advertising and how they affect the decision-making process.

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**Methods of Evaluation:**

1. Participation
2. Case analyses
3. Research reports
4. Advertising plan developed by a student
5. Oral presentations
6. Test/quizzes

**Course Content Outline:**

1. Role of Advertising
  - a. Advertising in the marketing process
  - b. Digital advertising
  - c. Marketing research
  - d. Impact on consumer behavior
  - e. Roles Integrated marketing communications
  - f. History
  - g. Agency structure
2. Understanding your market
  - a. Consumers and advertising
  - b. Buyer Personas
  - c. Social Listening
1. Different Advertising types
  - a. Radio
  - b. Television
  - c. Print
  - d. Direct mail
  - e. Email
  - f. Digital
  - g. Social media
2. Digital Advertising
  - a. Digital display advertising
  - b. Pay per click
  - c. Search engine
  - d. Social media
  - e. Affiliate

- f. Remarketing
- g. Video
- h. Email

3. Advertising Strategy

- a. Advertising plan
- b. Process of implementation and measurement
- c. Media planning and buying
- d. Cost benefit analysis
- e. Legal and ethical issues

## Resources

Sandra Moriarty. *Advertising & IMC: Principles and Practice, Global Edition, 11/E.* 11. Pearson, 2019. 2019.

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William Arens and Michael Weigold. *M: Advertising.* 3rd. McGraw Hill, 2018. 2018.

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"K. Pongiannan" *Advertising and Brand Building: Principles and Case Studies.* 1. New Century Publications, 2018. 2018.

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## Instructional Services

### OAN Number:

Transfer Assurance Guide OCM012

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Key: 2780