

ILLINOIS VALLEY COMMUNITY COLLEGE



Course Syllabus

Division: Natural Sciences and Business
Course: MKT 2210 - Principles of Advertising

Date: September 1989
Semester Hours: 3.0
Prerequisite: MKT 1010
Lecture:
Labs:
Offered:
Instructor: Staff

CATALOG DESCRIPTION:

A study of current trends and recent research in advertising. Planning, creation, and use of advertising and how it relates to the economy and marketing. Evaluation of newspaper, radio, television, outdoor, specialty advertising and direct mail to find the most economical and effective method of delivering the message to the desired market.

COURSE OBJECTIVES:

1. To open the doors of advertising to the student who seeks a basic understanding of its various facets.
2. To prepare the student already interested in advertising, who, sooner or later in his business career, may be called upon to make advertising decisions.
3. To prepare a comprehensive "survey" of advertising to the student of continuing education, who wishes to cut through the mystique of advertising for personal satisfaction.
4. To upgrade the image of advertising as a social force.

COURSE CONTENT:

1. Background of Today's Advertising
2. Role of Advertising
3. Advertising Spiral
4. Target Marketing
5. Advertising Agency Media Services
6. Advertiser's Marketing Operation
7. Basic Media Strategy
8. Using Television
9. Using Radio
10. Using Newspapers
11. Using Magazines
12. Outdoor Advertising/Transit Advertising
13. Direct Response/Direct Mail Advertising
14. Sales Promotion
15. Research in Advertising
16. Creating the Copy
17. The Total Concept: Words and Visuals
18. Print Production
19. The T.V. Commercial
20. The Radio Commercial
21. Trademarks and Packaging
22. The Complete Campaign
23. Retail Advertising
24. International Advertising
25. Legal and Other Restraints on Advertising
26. Economic and Social Effects on Advertising

INSTRUCTIONAL METHOD:

1. Lecture
2. Class discussion
3. Class participation
4. Outside guest speakers (when available)
5. Audio-visual presentations

STUDENT REQUIREMENTS AND METHOD OF EVALUATION:

1. Read text
2. Written assignments
3. Tests
4. Supplementary paperback readings
5. Final exam

TEXT:

Bovee/Ahrens, Contemporary Advertising, 3rd edition, Irwin Publishers.

Ogilvy, David, Ogilvy on Advertising, 1st edition, Random House Publishers,
Vintage books Edition, 1983.

Russell/Verill/Lane, Kleppner's Advertising Procedure, 10th edition, Prentice Hall.