

Advertising

CBUS 211

Course Description:

This course will cover the basic principles of advertising, planning, and management with a localized marketing focus.

Course Objectives:

The student will

- recognize new media technologies and how the advertising/marketing communications industry is responding to these challenges,
- discuss the process of creating advertisements and commercials for print, electronic, and digital media,
- meet professionals in the local market,
- review the fundamentals of advertising for a local business,
- apply the fundamentals of advertising for a local business in an advertising program,
- distinguish the advantages and disadvantages of many forms of media in the local business environment,
- develop an advertising program, and
- summarize an advertising program to the class.

Areas of Blooms Taxonomy covered

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis
- Evaluation