

## FLORIDA STATE COLLEGE AT JACKSONVILLE

## COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: ADV 2000

COURSE TITLE: Advertising

PREREQUISITE(S): None

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

## CONTACT HOUR BREAKDOWN:

Lecture/Discussion: 3

Laboratory:

Other \_\_\_\_\_:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE  
ALLOCATION: 35

## CATALOG COURSE DESCRIPTION:

This basic course, designed to familiarize students with the function of the advertising profession, covers consumer behavior, research and market segmentation. The course examines various kinds of advertising departments as well as the functions of the advertising agency itself--copy, art, media selection, TV/radio production, print production and account management. Students will prepare print advertisements and produce TV and radio commercials.

SUGGESTED TEXT(S): Contemporary Advertising, latest edition, Arens, McGraw-Hill

IMPLEMENTATION DATE: November 14, 1987

REVIEW OR MODIFICATION DATE: Fall Term, 2002 (20031)  
Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. History and Background of Advertising	2
II. Economic and social Aspects of Advertising	3
III. Advertising Industry	3
IV. Target Audience, Segmentation, Marketing Mix	3
V. Communication and consumer Behavior	3
VI. Advertising Planning Process	3
VII. Marketing and Advertising Plans	3
VIII. Creativity in Advertising	3
IX. Execution, Art and Copy	3
X. Production of Advertisements	2
XI. Print Advertisements	3
XII. TV and Radio Advertisements	3
XIII. Interactive Media	2
XIV. Trade Show, Supplemental Media	2
XV. Media Planning and Buying	3
XVI. Relationship building	2
XVII. Public Relations, Corporate Advertising	2

PROGRAM TITLE: Business Administration (Marketing Management)

COURSE TITLE: Advertising

CIP NUMBER: 1506.040102

LIST PERFORMANCE STANDARDS ADDRESSED:

NUMBER(S): TITLES(S):

- 04.0 PERFORM COMMUNICATION ACTIVITIES--The student will be able to:
- 04.01 Follow oral and written instructions.
  - 04.02 Compose business correspondence and related documents.
  - 04.03 Prepare, outline, and deliver a short oral presentation.
  - 04.04 Participate in a group discussion as a member and as a leader.
  - 04.05 Obtain appropriate information from graphics, maps, or signs.
  - 04.06 Locate and record information retrieved from written resources including current business periodicals.
  - 04.07 Annotate letters, reports, and/or news articles.
  - 04.09 Research and compose a document containing statistical information.
  - 04.11 Prepare visual material to support an oral presentation.
- 05.0 DEVELOP HUMAN RELATIONS SKILLS--The student will be able to:
- 05.01 Demonstrate appropriate work habits.
  - 05.02 Identify traits that promote good human relations and increase job performance.
- 10.0 PERFORM CONSUMER ECONOMIC ACTIVITIES--The student will be able to:
- 10.01 Identify basic concepts of the American economic system.
  - 10.02 Identify basic types and sources of consumer credit.
- 12.0 IDENTIFY, CLASSIFY, AND DEMONSTRATE MANAGEMENT ACTIVITIES--The student will be able to:
- 12.04 Classify activities as part of the planning function of management.
  - 12.05 Classify activities as part of the organizing function of management.
  - 12.10 Demonstrate a knowledge of the relationship between authority and responsibility to task accomplishment.
  - 12.11 Select the most effective communication systems.
  - 12.12 Identify problems and make an appropriate decision.