

Bemidji State University

MASC 2600: Principles of Advertising

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Theoretical aspects of advertising processes: an overview of the field, concentrating on the sociological aspects. Students should gain an increased awareness of how advertising works, where it fits into the fabric of our society, and how it is used--sometimes ethically and sometimes not. The course incorporates lecture and discussion, and students gain appreciation for advertising techniques through weekly analysis of both print and broadcast advertising.

B. COURSE EFFECTIVE DATES: 11/06/2001 - 08/21/2016

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted