

Bemidji State University

BUAD 3467: Advertising Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Importance of advertising in the marketing function: buying motives, motivation and advertising research, media selection, advertising budgets, advertising agencies, social and economic effects of advertising, problems and testing of advertising effectiveness, and advertising as part of the marketing plan.

Prerequisite: BUAD 3361.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Advertising Yesterday, Today and Tomorrow
2. The Economic, Social, and Regulatory Aspects of Advertising
3. The Business of Advertising
4. Segmentation, Targeting and the Marketing Mix
5. Communication and Consumer Behavior
6. Account Planning and Research
7. Developing Marketing and Advertising Plans
8. Creative Strategy and the Creative Process
9. Creative Execution: Art and Copy
10. Producing ads for Print, Electronic and Digital Media
11. Print Advertising
12. Electronic Media: Television and Radio
13. Digital Interactive Media
14. Out of Home, Direct Mail and Specialty Advertising
15. Media Planning and buying
16. IMC: Direct Marketing, Personal Selling and Sales Promotion
17. IMC: Public Relations, Sponsorships and corporate Advertising

D. LEARNING OUTCOMES (General)

1. gain an understanding of basic advertising concepts and the management of the advertising process

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted