

ARIZONA WESTERN COLLEGE
SYLLABUS

MKT 230 PRINCIPLES OF ADVERTISING

Credit Hours: 3 Lecture 3

PREREQUISITE: NONE

COURSE DESCRIPTION

Strategic functions and uses of advertising, study of media, general understanding of forms of copy, artwork, layout, production and testing advertising effectiveness.

1. COURSE GOAL

This course prepares learners to be knowledgeable of both the theory and practice of advertising, take more advanced courses in advertising and also prepare the learner who only desires to become familiar with the fundamentals of advertising to apply in business.

2. OUTCOMES

Upon satisfactory completion of this course, the student will be able to:

- 2.1 identify the role of advertising in the marketing program
- 2.2 explain the advertising spiral
- 2.3 define and understand target market
- 2.4 understand advantage and disadvantage of various media
- 2.5 describe the role of the behavioral sciences in advertising
- 2.6 write copy for various media
- 2.7 prepare layouts for newspaper
- 2.8 recognize the most common types of print
- 2.9 describe the purpose and use of trademarks
- 2.10 describe the principle of making and advertising budget
- 2.11 be familiar with laws controlling advertising

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Small group discussions
- 3.3 Class discussions
- 3.4 Audio-visual materials

4. LEARNING ACTIVITIES

- 4.1 Reading assignments from text and various other sources
- 4.2 Participation in small group discussions
- 4.3 Participation in class discussion
- 4.4 Term projects as outside assignments

5. EVALUATION

- 5.1 Exams
- 5.2 Term projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
- Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course