Bemidji State University

MASC 2600: Advertising

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *. *
Lab Hours/Week: *. *
OJT Hours/Week: *. *
Prerequisites: None
Corequisites: None
MnTC Goals: None

Advertising is everywhere and we are bombarded by a great number of mediated messages each day. This course examines the theoretical and practical aspects of advertising and gives an overview of the field. Students will 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, discussion, and projects and students analyze print, broadcast and digital advertising.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Theoretical aspects of advertising processes; an overview of the field, concentrating on sociological aspects

D. LEARNING OUTCOMES (General)

1. Explain how the First Amendment, and other laws and regulations apply to advertising professionals
2. Analyze advertising using standard techniques
3. Compare advertising from different sources against sociological factors (age, race, gender, socioeconomic, cultural, etc.)
4. Conduct research and evaluate information using appropriate methods
5. Plan, research, and design clear and accurate written and visual materials using commonly used technology

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted