Bemidji State University

MASC 2600: Advertising and Culture

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
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: 12/17/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Theoretical aspects of advertising processes; an overview of the field, concentrating on sociological aspects
2. Culture in advertising and international advertising

D. LEARNING OUTCOMES (General)

1. plan, research and design clear and accurate written and visual materials using commonly used technology and tools.
2. write slogans and text for small-business advertisements, make a print advertisement, design a landing page, and produce ideas for advertisements of other types (video/audio).
3. describe the role of culture and be able to identify cultural cues in advertising.
4. recognize interactions of culture and advertising in American and international contexts.
5. describe how advertising works using advertising industry terminology, theories, principles and business structures.
6. explain how the First Amendment, other laws, regulations and ethical considerations apply to advertising professionals.
7. analyze print, broadcast, web and other digital advertisements and strategies.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted