

BA 332 : Principles of Advertising

Advertising purposes, procedures, and regulations; print media including copy & layout, broadcast media, and digital media including social media. Integrated marketing communications role in marketing strategy, decision-making, implementation, and measurement. An exploration of literary messaging, rhetorical persuasion, advertising persuasive techniques, and brand strategies as elemental in advertising campaigns. The course includes a study of the ethics in advertising focusing on the FCC regulations and the industry's self-regulating agencies (i.e. BBB, NAD, AAF, AAAA, ANA, & CARU). Students will create and present an advertising campaign for a business-to-consumer branded product.

Credits 3

Prerequisites

BA 232

Semester Offered

Fall