

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Communication</u>
COURSE RUBIC AND NUMBER	<u>COMM 2327</u>
COURSE TITLE	<u>Advertising in the Mass Media</u>
COURSE CREDIT HOURS	<u>3 3 :</u> Credits Lec Lab

I. Catalog Description

Introduces the theory and practice of advertising with emphasis on media selection and the production of successful print and broadcast advertising. **Prerequisites: READ 0309 or INRW 0311 or ESOL 0340 (can be taken concurrently) or by placement exam or ENGL 1301 with a “C” or better or ENGL 1302 with a “C” or better. (3:0).**

I. Course Objectives

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

- A. Discuss the role of advertising in American business and society.
- B. Explain the forms, functions, and characteristics of modern advertising.
- C. Define the terms commonly used in advertising.
- D. Identify the strengths and limitations of each major medium.
- E. Prepare a media plan for a specific product or service.
- F. Write advertising copy.
- G. Design rough layouts for prints ads.

III. THECB Learning Outcomes (ACGM)

Upon successful completion of this course, students will:

- 1. Identify types, functions, and characteristics of historical and modern advertising.
- 2. Demonstrate understanding of advertising in the economic and social system.
- 3. Demonstrate understanding of advertising regulations and ethical implications.
- 4. Analyze advertising content and media strategy.
- 5. Identify various tools and technologies employed in producing advertising messages.

IV. Evaluation

- A. Unit I Exam 10 %
- B. Unit II Exam 10 %
- C. Term Report 30%
- D. Scrapbook 10 %
- E. Class Participation 10 %

F.	Final Exam	30 %
	TOTAL	100%
	Grading Scale	

90 -	100	= A
80 -	89	= B
70 -	79	= C
60 -	69	= D
Below	60	= F
	Incomplete	= I
	Withdrawn	= W

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.