

# El Paso Community College

## Syllabus

### Part II

## Official Course Description

<b>SUBJECT AREA</b>	<u>Communication</u>		
<b>COURSE RUBIC AND NUMBER</b>	<u>COMM 2327</u>		
<b>COURSE TITLE</b>	<u>Advertising in the Mass Media</u>		
<b>COURSE CREDIT HOURS</b>	<u>3</u>	<u>3</u>	<u>0</u>
	<b>Credits</b>	<b>Lec</b>	<b>Lab</b>

### 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: 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).**

### II. 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 %
	<b>TOTAL</b>	<b>100%</b>

#### 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Withdrawn = W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.