

**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>	<table style="width: 100%; border-collapse: collapse; margin: 0 auto;"> <tr> <td style="width: 33%; text-align: center;"><u>3</u></td> <td style="width: 33%; text-align: center;"><u>3</u></td> <td style="width: 33%; text-align: center;"><u>0</u></td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td style="text-align: center;">Lab</td> </tr> </table>	<u>3</u>	<u>3</u>	<u>0</u>	Credits	Lec	Lab
<u>3</u>	<u>3</u>	<u>0</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: 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Withdrawn=W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 (Americans 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.