

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>Introduction to Advertising</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u>
	Credits Lec Lab

I. Catalog Description

Fundamentals of advertising including theory and strategy, copywriting, design, and selection of media.

Prerequisite: Placement at College Level Reading or Writing by TSIA or equivalent; OR completion with a “C” or better or concurrent enrollment in the following: INRW 0311 or INRW 0312 or ESOL 0340. (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 %
	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Withdrawn = W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 (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.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.