

DEREE COLLEGE SYLLABUS FOR: CN 2110 INTRODUCTION TO ADVERTISING
Instruction hours/lab hours/ US credits: 3/0/3
UK LEVEL: 4
UK CREDITS: 15

(Updated Fall 2025)

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| PREREQUISITES: | WP 1010 Introduction to Academic Writing | | | | | |
| CATALOG DESCRIPTION: | Introduction to advertising and its key concepts, principles and theories, including the role of advertising in the promotional mix, types of traditional and digital advertising, advertising strategy and the interpretation of advertising from a variety of perspectives, such as ethical, sociological, psychological, and cultural. | | | | | |
| RATIONALE: | This course provides students with the theoretical and practical foundation to help them develop a critical awareness of advertising's role in promotional communication, and the contemporary world. It also helps them develop key analytic skills, necessary for evaluating advertising campaigns from the perspectives of sociology, psychology, media, and the practice of advertising. | | | | | |
| LEARNING OUTCOMES: | As a result of taking this course, the student should be able to: <div><div>1. Analyse key concepts and theories of advertising in the context of communication</div><div>2. Evaluate different perspectives towards advertising</div><div>3. Demonstrate the application of theoretical concepts</div></div> | | | | | |
| METHOD OF Teaching AND LEARNING: | In congruence with the teaching and learning strategy of the college, the following tools are used: <div><div>• Class Lectures</div><div>• Interactive Learning (discussions of cases and articles, quizzes, concept maps)</div><div>• Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</div><div>• Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</div></div> | | | | | |
| ASSESSMENT: | <div>Summative:</div> <table><tr><td>1st assessment: mid-term exam (1-hour, comprehensive; short answer or essay questions)</td><td>40%</td></tr><tr><td>Final assessment: research paper (Essay 1,800-2,000 words)</td><td>60%</td></tr></table> <div>The first assessment (mid-term exam) tests Learning Outcomes 1 and 3. The second assessment (research paper) tests Learning Outcomes 1, 2 and 3. Students are required to resit failed assessments in this module.</div> | | 1 st assessment: mid-term exam (1-hour, comprehensive; short answer or essay questions) | 40% | Final assessment: research paper (Essay 1,800-2,000 words) | 60% |
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| INDICATIVE READING: | <div>REQUIRED READING: Cluley, R. (2017). Essentials of Advertising. London: Kogan Page And selected chapters from Perlego library</div> <div>RECOMMENDED READING: <div><div>• Hackley, C. & Hackley, R. A. (2017). Advertising and Promotion (fourth edition). London: Sage Publications</div></div></div> | | | | | |

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| | <ul style="list-style-type: none"> • Holm, N. (2017). Advertising and Consumer Society: A Critical Introduction. London: Palgrave • Hovland, R. & Wolburg, J.M. (2010). Advertising, Society, and Consumer Culture. New York: Routledge • Sutherland, M. & Sylveste, A.K. (2009). Advertising and the Mind of the Consumer: What Works, What Doesn't and Why. London: Kogan Page • Fletcher, W. (2010). <i>Advertising: A very short introduction</i> (Very short introductions, 234). Oxford: Oxford University Press. (2010). (freely available as e-book: https://acg.on.worldcat.org/oclc/655264558) |
| COMMUNICATION REQUIREMENTS: | All presentations using proper English (oral and written) |
| SOFTWARE REQUIREMENTS: | Blackboard CMS, MSOffice |
| WWW RESOURCES: | <p>Journal of Advertising https://www.tandfonline.com/loi/ujoa20</p> <p>Journal of Advertising Research http://www.journalofadvertisingresearch.com</p> <p>Journal of Interactive Advertising https://www.tandfonline.com/loi/ujia20</p> <p>International Journal of Advertising https://www.tandfonline.com/loi/rina20</p> <p>Interactive Advertising Bureau (IAB) https://www.iab.com</p> <p>American Academy of Advertising (AAA) https://www.aaasite.org https://www.adsoftheworld.com/ https://adage.com/</p> |
| INDICATIVE CONTENT: | <ul style="list-style-type: none"> • Introduction to Advertising: Definitions and Key Concepts • Marketing and the Promotional Mix • Advertising Strategy • Advertising Communication • Digital Advertising • Rhetoric and Persuasion • Psychology of Advertising • The Advertising Industry - Advertisers, Agencies and Media Organizations • Responsible Advertising, Ethics and Regulation |