

DEREE COLLEGE SYLLABUS FOR:CN 2310 INTRODUCTION TO ADVERTISING

(Previously CN 3410 Communication in Advertising)

US CREDITS: 3/0/3**UK LEVEL: 4**

(Updated: Fall 2020)

UK CREDITS: 15**PREREQUISITES:**

WP 1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics
WP 1212 Academic Writing and Research

CATALOG DESCRIPTION:

Introduction to advertising and its key concepts, principles and theories, including the variety of ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered and professional perspective.

RATIONALE:

This course provides students with the theoretical foundation to help them develop a critical awareness of advertising's role in the contemporary world. It also helps them develop key analytic skills, necessary for evaluating existing advertising research from the perspectives of sociology, psychology, media, and advertising practitioners themselves.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Demonstrate understanding of key concepts and theories of advertising in the context of communication
2. Explain different perspectives towards advertising
3. Identify the application of theoretical concepts in advertising materials

METHOD OFTEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class Lectures
- Interactive Learning (discussions of cases and articles, quizzes, concept maps)
- 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.
- Use of a Blackboard site, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:

Summative:

First-Second assessment: research paper (1,800-2,000 words)	40%
Second-First assessment: portfolio (analyses of ad campaigns or case studies)	10%
Third assessment: final exam	50%

	(2-hour, comprehensive; short answer or essay questions) The first assessment (research paper) tests Learning Outcomes 2 and 3. The second assessment (portfolio) tests Learning Outcomes 1 and 3. The third assessment (final exam) tests Learning Outcomes 1 and 2. Students are required to resit failed assessments in this module.
INDICATIVE READING:	REQUIRED READING: Cluley, R. (2017). Essentials of Advertising. London: Kogan Page RECOMMENDED READING: -Hackley, C. & Hackley, R. A. (2017). Advertising and Promotion (fourth edition). London: Sage Publications -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:	Word, PowerPoint.
WWW RESOURCES:	Journal of Advertising https://www.tandfonline.com/loi/ujoa20 Journal of Advertising Research http://www.journalofadvertisingresearch.com Journal of Interactive Advertising https://www.tandfonline.com/loi/uja20 International Journal of Advertising https://www.tandfonline.com/loi/rina20 Interactive Advertising Bureau (IAB) https://www.iab.com American Academy of Advertising (AAA) https://www.aaasite.org https://www.adsoftheworld.com/ https://adage.com/
INDICATIVE CONTENT:	1. Introduction to Advertising: Definitions and Key Concepts 2. Advertising and Promotion 3. Advertising and the Consumers 4. The Evolution of Advertising 5. Advertising Communication 6. Rhetoric and Persuasion 7. The Advertising Industry - Advertisers, Agencies and Media

	Organizations 8. Advertising and the Economy 9. Psychology of Advertising 10. Sociology of Advertising 11. The Cultural dimensions of Advertising 12. The Role of Media in Advertising - Media Ecology 13. Responsible Advertising, Ethics and Regulation
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