



Alabama Community College System

MCM 230 Survey of Advertising

I. MCM 230 Survey of Advertising—3 Semester Hours

II. CURRENT Course Description

This course is an introduction to the structure, functions, and ethical considerations of the advertising agency and the elements of effective advertisement.

Prerequisite

As required by program

III. Textbook

NOTE: Please replace this statement with textbook information.

Due to the varied selection of quality college-level textbooks, each college will select the textbook needed to meet the requirements of this course.

IV. SUGGESTED Course Learning Outcomes

By the end of the course, students will be able to:

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.

V. SUGGESTED Course Outline of Topics

1. The history of advertising
2. The economics of advertising
3. Determinants of advertising strategy, marketing, and implementation

VI. Evaluation and Assessment

Grades will be given based upon A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect

eligibility for federal financial aid.

VIII. Statement on Discrimination/Harassment

It is the official policy of the Alabama Community College System and entities under its control, including all Colleges, that no person shall be discriminated against on the basis of any impermissible criterion or characteristic, including, without limitation, race, color, national origin, religion, marital status, disability, sex, age, or any other protected class as defined by federal and state law. (ACCS Policies 601.02 and 800.00)

IX. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College.