I. Course Number and Title:
   A. BUS 220 - Fundamentals of Advertising
   B. Prerequisite: None
   C. Credit Hours - 3 Lecture

II. Department:
   Arts

III. Course Description:
   This course studies the role of advertising in today's business world. It also looks at advertising and the various forms of media involved.

IV. Course Competencies:
   After completing the course the student will be able to:
   1. Define advertising-related terminology.
   2. Discuss the importance of the artistic and creative elements of advertising.
   3. Describe the basic principles of planning.
   4. Describe the concept of target audiences and how it applies to advertising.
   5. Describe the characteristics of various media as they relate to advertising.

V. Assessment Items:
   Students will be evaluated by use of tests, quizzes, and class discussion.

VI. Course Content:
   I. Integrated Marketing Communications
   II. Consumer Behavior
   III. Promotional Programs
   IV. Creative Strategies
      A. Planning and Development
      B. Implementation and Evaluation
   V. Role of Media
Guidelines for Requesting Accommodation Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

On-Campus Students: At enrollment all on campus students will complete a form which will allow them to self-identify any disability. Questions should be directed to the Disabilities Coordinator.

Off-Campus Regional Students: Self-identify your disability and accommodation needs with the Regional Coordinator and/or instructor preferably prior to the first night of class or early in the semester.