

# Common Course Outline

MNGT 154

Advertising

3 Semester Hours

## The Community College of Baltimore County

### **I. Catalog Description**

**3 credit hours**

Advertising

Introduces the fundamental principles of advertising; covers the strategic, managerial, creative, and financial elements of advertising.

Prerequisite: MNGT 150

### **II. General Course Objectives**

When the student completes the course he/she will be able to:

- A. Identify the functions of the advertising manager.
- B. Construct an advertising budget from given information.
- C. Prepare basic plans for campaigns and individual advertising.
- D. Determine costs using local rate cards of Standard Rate & Data Service.
- E. Explain what products, and services to advertise and why.
- F. Select local media when media information is given.
- G. Be familiar with advertising association and services they offer.
- H. Prepare rudimentary print and broadcast copy based on "givens."

### **III. Methods of Instruction:**

- A. Lecture
- B. Discussion
- C. Case problems
- D. Audio visual aids

### **IV. Method of Evaluation:**

- A. Class participation
- B. Periodic examinations
- C. Final examination