

Course Code: COM 121 (IAI MC 912)

Course Title: Introduction to Advertising

Department: Arts, Media, and Social Sciences

Effective Date: Summer 2026

PCS Code: 1.1 - Baccalaureate/Transfer

CIP Code: 09.0903

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Role of advertising in integrated marketing communication, consumer behavior, creative strategies, and types of media. Practical applications are integrated into the course.

General Course Objectives

To introduce students to the dimensions and foundations of advertising and to demonstrate knowledge of:

- integrated marketing communications;
- consumer behavior;
- creative strategies; and
- media planning.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	None

Prerequisites

None

Methods of Evaluation

Midterm exam or equivalent unit exams; final exam; at least 4 written assignments with practical application as determined by instructor.

Instructional Materials and Additional Supplies

Advertising: Selling in Today's World, Brian Shechan and Edward Russell. Stukent. eBook and simernship bundle.

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Knowledge of Integrated Marketing Communications: A) Dimensions and foundations of advertising; B) Social, legal, and ethical aspects of advertising; C) The relationship between advertising and marketing; D) The role of advertising in integrated marketing communications	1. Define terminology and explain concepts regarding dimensions/foundations of advertising. 2. Explain the social, legal, and ethical aspects of advertising. 3. Explain the relationship between advertising and marketing. 4. Demonstrate an understanding of the role of advertising in integrated marketing communications.	9	0	0
Consumer Behavior, Targeting, and Strategic Planning: A) Factors that influence consumer behavior; B) The target marketing process; C) Marketing and advertising research; D) Strategic planning	1. Recognize the factors that influence consumer behavior. 2. Explain the target marketing process. 3. Use marketing and advertising research. 4. Demonstrate an understanding of the strategic planning process.	12	0	0
Creative Strategies: A) Creative strategies and processes; B) Creative executions in advertising campaigns	1. Analyze and understand the importance of creative strategies and executions in advertising campaigns.	12	0	0
Media Planning: A) Media planning and buying; B) Traditional media; C) Digital media; D) Integrated marketing communication	1. Demonstrate an understanding of media planning. 2. Weigh the advantages and disadvantages of using different media to convey the advertising message.	12	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0