Western Dakota Technical Institute
800 Mickelson Drive
Rapid City, SD 57703-4018

Master Syllabus

Course Number: BUS150
Course Name: Advertising
Credits: 3
Contact Hours: 2 lecture; 3 unsupervised lab

Course Description: This course introduces students to advertising principles and practices that contribute to business success. Through projects, lectures, reading, and discussion, students will learn how to recognize and plan effective advertising.

Prerequisites: BUS120 Principles of Marketing

Textbook: http://bookstore.wdt.edu

Materials: Items to complete an ad notebook and submit a professional report/proposal.

Student Learning Outcomes:

- Understand the history of advertising and its impact on society
- Understand how the advertising plan is constructed and used including advertising objectives and strategies, marketing/product strategies, segmentation, media planning, creativity, and the "big idea."
- Create an advertising plan, media plan, and an advertising campaign utilizing at least four media

Assessment: Through the Student Learning Outcomes, the following core abilities will be assessed: analytical skills, communications skills, teamwork techniques, social values, technology skills, and employability.

ADA Accommodations: Students Rights to Assistance or Accommodations: Western Dakota Technical Institute (hereinafter WDT) does not discriminate on the basis of disability. If you have a disability as defined by federal or state law, including a temporary disability related to pregnancy and/or parenting as a result of a medical necessity due to childbirth, WDT will provide reasonable accommodations including but not limited to architectural access, aids and services necessary for effective communication, and modification of its policies and procedures. Students with a disability who are requesting an accommodation should contact your instructor and the Student Success Director who serves as the disability coordinator as early as possible in the semester.

Notice of Non-Discrimination: WDT will not tolerate racism, discrimination, harassment, exploitation or victimization of students, school employees, non-employees, or any person who is an invitee of WDT for any reason, including but not limited to race, color, ethnic background, national origin, pregnancy, student marital status, religion, creed, age, sex, citizenship, political affiliation, mental and/or physical challenge, disability, sexual orientation, gender identity, or status as a veteran. WDT is committed to providing an environment free from harassment and other forms of discrimination for students, employees, non-employees and its invitees. The following person has been designated to handle inquiries or complaints regarding the non-discrimination policies: Student Success Director