

## BA 239: Advertising

Covers the basics of planning, creating, using, and placing advertising in the business world. Reviews entire field of advertising as basis for students who select advertising as a career or as an integral part of a marketing program.

Advertising is designed to expose the interested student to the many aspects and functions of advertising. The course provides information about the history of advertising, commission schedules used in the advertising industry, the organization of a typical advertising agency, how an advertisement is created, and media coverage.

### Course Student Learning Outcomes

Upon successful completion of Advertising, the student will be able to:

- Demonstrate an understanding of the overall role advertising plays in the business world.
- Demonstrate an understanding of advertising strategies and budgets.
- Identify and understand the various advertising media.
- Demonstrate an understanding of how an advertising agency operates.

Credits: 3

Prerequisites: [WR 115](#) [RD 115](#) [MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)