WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE TITLE: Principles of Advertising
COURSE NUMBER: BMK 221

I. RATIONALE:

Often people are confused as to what is the difference between advertising and public relations. In short, advertising is a paid form of communication and public relations takes a broader view of a corporate or individual image and reputation as it relates to a target audience. Through this course students will gain an appreciation of how the principles of advertising and public relations play a major role in achieving an organization’s market objectives.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define the role of advertising.

Learning Outcomes: The student will:

A-1 Know the elements of effective advertising.
A-2 Understand advertising and identify its types and roles.
A-3 Identify the five players of advertising, the advertiser, the advertising agency, the media, the vendor, and the audience.
A-4 Be familiar with social, ethical, and legal issues that affect advertising.

GOAL B:
Determine the role of advertising as it relates to other marketing functions.

Learning Outcomes: The student will:

B-1 Learn how marketing, advertising, and public relations relate to a marketing strategy.
B-2 Understand marketing concepts.
B-3 Be familiar with four tools of marketing, product, distribution, price, communication, and understand advertising’s relationship to them.
GOAL C:
Understand the role of public relations to message strategy and message execution of sales promotion.

**Learning Outcomes:** The student will:

C-1 Learn what public relations is and how it differs from advertising.
C-2 Identify the most common types of public relations programs.
C-3 Understand the key decision in public relation planning.
C-4 Know the most common types of public relations tools.
C-5 Understand the importance of measuring the results of public relations and advertising efforts.

GOAL D:
Identify the legal regulations governing advertising.

**Learning Outcomes:** The student will:

D-1 Understand the social issues advertisers face.
D-2 Be familiar with how federal case laws affect advertising.
D-3 Identify various key ethical issues that affect advertising.
D-4 Be familiar with how the FTC and other federal agencies govern advertising.

GOAL E:
Identify the tools/techniques used to evaluate the effectiveness of advertising.

**Learning Outcomes:** The student will:

E-1 Learn and understand the value of marketing research including the classic AIDA model which describes the effects of advertising on consumers.
E-2 Know the process of staging a media plan.
E-3 Understand how media planners set media objectives.
E-4 Learn how media planning fits into the advertising process, including cost efficiency, planning, media strategies, media plans, marketing mix modeling, internet audience measurement, media selection procedures, and global marketing.
**GOAL F:**
Describe the process of planning, implementing, and control of an advertising effort.

**Learning Outcomes:** The student will:

- **F-1** Learn the factors that contribute to an effective advertising strategy.
- **F-2** Understand different advertising media and their strengths and weaknesses.
- **F-3** Know the structure of an (IMC) integrated marketing communication plan.