BA 239 Advertising Outcomes

Upon successful completion of the course students will be able to:

1. Relate advertising and its fit to the marketing mix and the marketing communication process.
2. Use consumer behavior, an understanding of the makeup of the target audience, and positioning strategies in developing an ad campaign.
3. Describe how to use layout, copy, headline, subheading, storyboards, visuals, and taglines in developing ads.
4. Evaluate the layout, copy and overall message in different ads.
5. Describe the process of producing a television, radio or print ad.
6. Develop an advertising budget.
7. Select the appropriate media based on the advertising problem, the target audience and the desired message.
8. Compare the cost and effectiveness of different media choices.
9. Communicate marketing and advertising goals when dealing with an ad agency.
10. Describe the services provided by different types of ad agencies and their use in accomplishing advertising and marketing objectives.
11. Discuss advertising goals and strategies when selecting a web page designer.
12. Work in teams while developing an ad campaign.