

## ADVERTISING II

3.29.2017

WITH STUDENT LEARNING OUTCOMES

### Advertising II (GD226, 3 credits) - Advertising Track

#### Course Description:

Expanding on the introductory elements developed within Advertising I, this course places critical emphasis on writing skills to coincide with an expanded visual sense that has evolved from the foundation principles of imagery and visual construction. This course explores the principles of research and development through the use of quantitative data, audience behavior and how these elements shape the advertising directive.

*Prerequisite: Advertising I*

Students will:

1. Develop more advanced marketable ideas, apply basic research to the message principles, and make successful communication aimed at specific and targeted demographic audiences. (PC 1, 2, 3,4,5)
2. Use analysis through application to design more advanced market driven visuals to storylines. (PC 1, 2, 4)
3. Use specific R & D as a discriminate driver to form more advanced messages with accepted audience behavior as a line item in a campaign brief. (PC 1, 2, 4,5)
4. Demonstrate the ability to write and express the marketing intent through basic copywriting skills. (PC 1, 2, 3, 4, 5)

**Required Texts:** There is no required text for this course.

**Supplementary Readings:** There are no supplementary readings for this course.

#### Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
  - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

**Supplemental Supplies:** There are no supplementary supplies for this course.