Office of Academic Affairs  
Tarleton State University  
Date Prepared: 12/1/08  
Dates Revised:  

Master Course Syllabus Outline  

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 401  
Course Title: Advertising  
Master Syllabus Approved by Department on: 12/1/08  

I. Catalog Description: Analysis of advertising in modern media. Study of the history, design, and effects of advertising. Students will also study the uses of different media for advertising purposes.  

II. Prerequisites: None  

III. Expanded Course Description:  
This course looks at the history of advertising from the colonial period to the modern era. It examines how advertising affects consumers and society at large. The course also focuses on how to design and implement an advertising campaign.  

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).  

Knowledge Outcomes:  
a. Students will know how advertising revenues affect modern media.  
b. Students will know how what theories are used by advertisers.  
c. Students will know how newspaper ads should be placed.  
d. Students will know what impact ads have had on society and on consumers.  

Skill Outcomes:  
a. Students will be able to design an ad for a newspaper.  
b. Students will be able to storyboard an ad for television.  
c. Students will be able to critically analyze an ad from the media.  
d. Students will be able to measure how effective an ad is.  
e. Students will be able to design and analyze an advertising campaign.  

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:  

a) Course Requirements  
b) Required Text(s)  
c) Bibliography
VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature   Date