<table>
<thead>
<tr>
<th>Course Title:</th>
<th>Advertising Principles</th>
<th>Term/ Semester/Year:</th>
<th>Fall 2009</th>
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<tbody>
<tr>
<td>Course Catalog Number:</td>
<td>COMM 2321</td>
<td>Instructor:</td>
<td>Tina Alaimo LoPonte</td>
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**Course Description:**
This course will introduce you to the advertising business. It will help you to understand how advertising affects our daily lives as well as today’s economy. While this course will include a number of lectures, students will play an active role during this term. Each student will present at least one print advertisement, deliver several oral presentations, and write a seven-page paper. (A list of topics and a schedule will be provided.)

**Prerequisites (If any):**

**Goals and Objectives:**
Upon completion of this course, students will:
1. Understand the history of advertising, its growth and the responsibilities it has in our society.
2. Be familiar with various aspects of consumer behavior.
3. Understand the advantages and disadvantages of advertising in various media.
4. Be able to recognize an advertising campaign that is likely to be successful.
5. Know how the advertising and public relations businesses function in today’s society and how advertising messages are created.

**Course Topics:**
The development and theory of advertising in magazines, newspapers, outdoor, internet, television, radio, and direct mail.

**Text:**