<table>
<thead>
<tr>
<th>Course Title:</th>
<th>Broadcast Advertising</th>
<th>Term/ Semester/Year:</th>
<th>Spring 2009</th>
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<tbody>
<tr>
<td>Course Catalog Number:</td>
<td>COMM 3348</td>
<td>Instructor:</td>
<td>Tina Alaimo LoPonte</td>
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**Course Description:**
Broadcast Advertising is a practical and informative course describing various aspects of the broadcast advertising business, including television, radio, internet, and film. While this course involves a number of lectures, students will play an active role during this term. Each student will present advertisements, deliver several oral presentations, and write a fifteen page paper. (A list of topics and a schedule will be provided.) A tour of radio and television studios is planned.

**Prerequisites (If any):**
COMM 2321 Advertising Principles

**Goals and Objectives:**
Upon completion of this course, students will:
1. Understand the broadcast advertising business from a media and creative perspective.
2. Examine how the medium is the message (McLuhan).
3. Understand the advantages and disadvantages of broadcast advertising.
4. Explore the operations of a television and radio station.
5. Understand how broadcast advertising functions in today’s society and how it influences consumer behavior.

**Course Topics:**
All aspects of broadcast advertising including theory, creative and media in radio, the internet, and television.

**Text:**