COURSE OUTLINE

GMMD 365– Issues in Contemporary Advertising Design

Prepared By: Seth Nixon

CANINO SCHOOL OF ENGINEERING TECHNOLOGY
February 2020
A. **TITLE:** Issues in Contemporary Advertising Design

B. **COURSE NUMBER:** GMMD 365

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   - # Credit Hours: 3
   - # Lecture Hours: per week
   - # Lab Hours: per week
   - Other: per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ☒

E. **GER CATEGORY:** None: ☒ Yes: GER

   *If course satisfies more than one:* GER

F. **SEMESTER(S) OFFERED:** Fall ☐ Spring ☐ Fall & Spring ☒

G. **COURSE DESCRIPTION:**

   Students are introduced to advertising and explore the development of copy, from the basic elements of advertising to honing a message and developing brand narrative to overarching campaign concept development. Students review successful advertising campaigns to learn to break down messaging to its core elements. Students also create and develop copy for campaigns in multiple media, including print, web, interactive, social media, radio, TV, video, point-of-sale and “guerilla” marketing. Using the Workshop methodology developed at the University of Iowa, students share their work with fellow students for discussion and analysis. As a course capstone, students develop their own advertising campaign and create the corresponding advertising and copy in multiple media forms. Three hours of lecture per week.

H. **PRE-REQUISITES:** None ☒ Yes ☐ If yes, list below:

   a. Pre-requisite(s): GMMD 101 and GMMD 240

   **CO-REQUISITES:** None ☒ Yes ☐ If yes, list below:

I. **STUDENT LEARNING OUTCOMES:** (see key below)

| Course Student Learning Outcome [SLO] | Program Student Learning Outcome [PSLO] | GER [If Applicable] | ISLO & SUBSETS |
### KEY

<table>
<thead>
<tr>
<th>ISLO #</th>
<th>Institutional Student Learning Outcomes [ISLO 1 – 5]</th>
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<tbody>
<tr>
<td>1</td>
<td>Communication Skills&lt;br&gt;Oral [O], Written [W]</td>
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<td>2</td>
<td>Critical Thinking&lt;br&gt;Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>3</td>
<td>Foundational Skills&lt;br&gt;Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>4</td>
<td>Social Responsibility&lt;br&gt;Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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K. **TEXTS:**
(Representative texts; texts chosen by instructor)


L. **REFERENCES:**


M. **EQUIPMENT:** Software: Adobe Creative Suite, Microsoft Office

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

- Portfolio
- Participation

P. **DETAILED COURSE OUTLINE:** (must use the outline format listed below)

I. Elements of Advertising
   A. Copy
   B. Design
   C. Strategy
   D. Concept
   E. Brand

II. Campaign Development
A. Create a Strategy
B. Create a Concept
C. Develop Message

III. Advertising Workshop
   A. Create Copy/Advertising
      i. Print
      ii. Audio
      iii. Video
      iv. Social Media
      v. Web
      vi. Interactive
      vii. Guerilla

   B. Group/Individual Analysis

Q. LABORATORY OUTLINE: None