

**UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA**  
**JRN 3901 PRINCIPLES OF ADVERTISING**  
**COURSE SYLLABUS**  
**CREDIT: 4 UNITS**

**Course Description**

The course develops in students a good grasp of the principles of advertising:

**Course Objectives**

By the end of the course students should be able to:

- Discuss issues relating to advertising theory;
- describe the relationship between advertising and marketing;
- undertake successful advertising copy writing.

**Course Content**

**Week.1**

Advertising, Introduction

**Week.2**

The Advertising Agency :

**Week.3&4**

The Media of Advertising :

**Week.1&6**

Advertising and the Marketing Mix.

MID-QUARTER EXAMINATION

**Week.7**

Behavioural Science Research and the Formulation of Advertising :

**Week.8**

Social Criticism of Advertising:

**Week.9&10**

Introduction to Advertising Copy Writing :

**Week.11**

FINAL EXAMINATION

## **Teaching Methodology**

Lectures and tutorials.

## **Course Texts**

Bovee , Courtland L. and William F. Arens,*Contemporary Advertising. 3rd ed.* (Homewood, Illinois : Irwin , 1989.)

Gilson ,Christopher and Berkman , Harold W., *Advertising Concepts and Strategies* (New York : Interstate , 1979.)

## **Course Evaluation**

Two Equally Weighted Essays	20 %
Copy Writing Assignment	10 %
Two Equally Weighted Tests	20 %
Final Examination	10 %