**Phillips Advertising Syllabus**

Course Description:

COURSE DESCRIPTION: This course is designed to introduce the concepts of advertising and planning strategies, communication skills, and career development. Advertising content includes media selection, design, and the preparation of ads for various media.

Grades:

Student’s nine week grades will be determined by averaging the class work (40%), projects (20%) and test (20%) and professionalism (20%). The semester grades will be determined by counting each semester grade (40%) and the semester exam (20%). Final Grade is determined by averaging semester 1 (50%) and semester 2 (50%).

Rules:

1: Don’t disturb the learning process

2: No eating/drinking in class

3: Do not take your book bag to the computer

4: Follow all other rules and regulations found in the student code of conduct

5: No phones should be out or active

We will use the book along with various virtual simulations, online assignments and projects. All of these can be found on my website www.STPhillips.weebly.com or on my virtual Canvas class. Some of the simulations we use require headphones. If you have headphones, please bring them. The use of headphones is only authorized in my class and only for the online simulations. If you use them outside of my class or besides for the simulations, discipline action will ensue. If you choose not to bring headphones, there is a closed caption option in the assignments.

Be one time. Show up to class on a regular basis.

All disciplinary procedures are outlined in the Student Handbook. Please read over these rules and the Attendance Policy carefully. Classroom rules are posted in the classroom.

Course Outline:

Quarter 1: EverFi (computer/lab safety), Advertising, Consumer Behavior, Basics of Marketing

Quarter 2: Product/Price Planning, Distribution, Promotion, Ad Media, Sales Promotions

Quarter 3: Messaging, Ad Management, Sales Promo, Economics of Adverting

Quarter 4: Legal and Ethical Issues, Markets, Planning for the Future

Outline is dependent on many variables and is subject to change