

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 323		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Introduction to Advertising Course Short Title: Intro to Advertising															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: <p>Students explore the marketing and design technical skills required to design effective advertising. In teams, students apply marketing technical skills to create buyer profiles, segment a product category, and develop product differentiation strategies. Students then apply their creativity and design technical skills to develop media campaigns for a variety of formats.</p> <p>Note: Field trips outside of class time may be required.</p>															
Prerequisites (or NONE):		45 university-level credits including BUS 120.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): BUS 223 <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Twice per year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Tutorials/workshops</td> <td>30</td> </tr> <tr> <td>Lecture/seminar</td> <td>10</td> </tr> <tr> <td>Experiential (field trip)</td> <td>5</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Tutorials/workshops	30	Lecture/seminar	10	Experiential (field trip)	5					Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Tutorials/workshops	30														
Lecture/seminar	10														
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Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2025													
Faculty Council approval		Date of meeting: April 11, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: August 28, 2025													

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Apply the ideas, theories, approaches and actors in the development of domestic and internationalized target markets including local, Canadian and international Indigenous cultural groups.
2. Explain the role advertising plays in meeting an organization's business/marketing objectives and its impact on cultural homogenization in Canada and internationally.
3. Evaluate the effectiveness of ethical AI in completing routine marketing tasks.
4. Create buyer profiles and select a target market.
5. Perform a market situational analysis to develop a product positioning statement.
6. Apply the various tools and techniques used to design and produce advertising for a variety of display ad media channels.
7. Evaluate the many media choices available to maximize the company's return on marketing spend while meeting its marketing objectives.
8. Explain the roles and responsibilities of the client and the agency when working from a client-driven creative brief.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Final exam:	25%	Assignments:	30%
Project:	35%	Lab work:	10%

Details:

Project includes a group written assignment and presentation. Assignments include group written case assignments. Lab work includes in-class case problem solving.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.*)

Lectures, field studies, in-class group projects and assignments.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or description	Title and publication/access details	Year
1. Textbook	Moriarty, S. et al.	Advertising & IMC (Pearson)	Current
2.			
3.			

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

n/a

Course Content and Topics

Module One: Defining the product target market

- Using primary and secondary market research
- Using demographic and lifestyle tracking data
- In-class cases (LO 1, 3, 8)
- Creating a customer profile (LO 1, 3)

Module Two: Product and competitive positioning

- Completing a competitive analysis
- In-class cases (LO 2-5, 8)
- Creating a consumer connection chart and buyer decision matrix (LO 2-5)

Module Three: Advertising layout and design

- Creating message design objectives and strategy
- Developing message elements and their application
- In-class cases (LO 1-6)
- Creating a print ad (LO 1-6)

Module Four: Advertising planning and control

- Media planning and buying
- Completing an advertising audit
- Determining return on media investment In-class cases (LO 3, 7, 8)

Presenting client with media pitch (LO 1-8)

Final exam (LO 1, 2, 4-8)