

Explore the impact of advertising on society yesterday, today, and tomorrow

Discuss the impact of advertising on the economy
Debate the validity of the various social criticisms of advertising
Explain the difference between social responsibility and ethics in advertising
Describe how government agencies regulate advertising to protect both consumers and competitors
Discuss the activities of nongovernment organizations in fighting fraudulent advertising

Describe the role of marketing in creating satisfying exchanges
Explain the role of advertising in communicating a product's utility
Identify the various methods advertisers use to segment consumer and business markets
Discuss how target marketing affects the firm's advertising strategy
Describe the elements of the marketing mix and the role of advertising in the mix
Explain the purpose and importance of branding

Explain the role and importance of the marketing plan
Explain the difference between objectives, strategies, and tactics in marketing and advertising plans
Describe how marketing and advertising plans are related
Explain how to establish specific, realistic, and measurable advertising objectives
Explain how advertising budgets are determined

Discuss the meaning and the importance of creativity
Identify the members of the creative team and their primary responsibilities
Explain the role of the creative strategy and its principle elements
Explain the purpose of the message strategy
Describe the two basic styles of thinking
Define the four roles people play at different stages of the creative process

Explain the advantages and disadvantages of magazine advertising
Discuss the various ways

Debate the pros and cons of the internet as an advertising medium
Define the various kinds of internet advertising
explain how internet advertising is sold and how much it costs
Detail the various costs associated with direct mail advertising
Assess which kinds of mailing lists arhowinds of internet advertising