

From Mad Men to Mobile Marketing

Course Content:

The course will begin with an overview of some of the pioneers in advertising whose award-winning work was recognized for its creativity and overall effectiveness in achieving results for their clients. Part of this discussion will address: what constitutes a good advertisement; and the process of how ads are developed; i.e., from creative concept through final product and the stages in between (market research, media planning/placement, etc.). Various ad campaigns will be presented and critiqued.

Subsequent classes will progress from print advertising to an overview of radio and television advertising, featuring videos of famous TV commercials, followed by a discussion of their impact/effectiveness. Jingles, advertising slogans, logos and branding will also be addressed.

Final class session will focus on advertising in the age of social media and how our present culture reflects the current state of advertising (the good *and* the bad), with a comparison of “then and now.”

Overall, this course will feature a range of examples in various forms of advertising media, designed to engage class members in lively and fun discussions.