

Bossier Parish Community College Master Syllabus

Course Prefix and Number:	COMM 210	Credit Hours: 3
Course Title:	Fundamentals of Advertising	
Course Prerequisites:	COMM 120 or COMM 170	
Textbook:	Bly, Robert W. <i>Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells</i> . 4 th Edition.	

Course Description: This course provides practice in copywriting for mass media. Students will sharpen specific copywriting skills using realistic situations.

Learning Outcomes:

At the end of this course the student will

- A. assimilate the vocabulary used in the field of copywriting;
- B. understand the concept that writing for commercials is not necessarily an inherent talent, but one that can be improved with practice and discipline;
- C. hone skills needed to achieve simplicity in commercial writing; and
- D. consider the larger implications of commercial writing.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Memorize terms used in commercial writing. (A)
- 2. Use written assignments to understand how to use a “hook”, how to gain the attention of your intended demographic, and how to provoke the audience to action. (B)
- 3. Explain how to cut copy so that it will adhere to the strict time constraints of commercial writing. (C)
- 4. Realize the ethical and legal concerns surrounding journalism. (D)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

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COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111

318-678-6511

acao@bpcc.edu

Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

6220 East Texas Street

Bossier City, LA 71111

Phone: 318-678-6056

Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.