



Advertising

Length: Semester

Credits: 0.5

Throughout the Lincoln Empowered™ Advertising course, students discover the various ways that advertisements touches their lives. This course presents a comprehensive introduction to the field of advertising, which includes its purpose and the theory behind it. In this course, students learn to identify target markets, distinguish different types of business, and interpret the information they gather to create a winning advertising plan. Students investigate the needs and wants of both the consumers to whom they are advertising and the companies for which they are creating the advertisement. Lessons will cover the basic skills and knowledge required to work in the advertising world and will guide students through the creation of a complete advertising plan. Students in this course are presented with a realistic idea of what a career in advertising would entail.