



***Fairfield Warde High School  
Fairfield Ludlowe High School***

Grades 11 - 12

Prerequisites: Strongly recommend completing Marketing prior to taking the course.  
Completion of one of the following courses:  
Marketing, Business of Sports & Entertainment,  
Travel & Tourism

## COURSE DESCRIPTION

Advertising will teach students how to take an innovative approach to advertising creativity. The course will cover the entire conceptual process, from developing smart strategy to executing it with strong ads. The course will cover creative, literary, and graphic design strategies that combine to make effective ads. Students will explore how their ideas can be applied to modern-day technology, social media and mobile platforms to create an integrated campaign that surrounds the consumer. Ultimately, the course will show students how to find strong selling ideas, and then express them in fresh, memorable ways through a variety of media. As a culminating assessment, students will develop and pitch a dynamic advertising campaign for a client.

## COURSE OBJECTIVES

Through this course, students will learn the foundations of advertising, to be effective communicators both verbally and written, and will connect their other courses of study to the real-world applications in the business world.

## UNITS OF STUDY

- Introduction to Advertising
- Creative Strategy
- Advertising Execution Strategies

## COURSE POLICIES AND REQUIREMENTS

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### GRADING

#### **Cumulative / In-Progress Grade:**

- 90% will reflect the student's mastery of course content and skills on summative assessments
- 10% will reflect the student's progress on formative assessments, homework, and behavior

#### **End-of-the-Year Grade:**

- 90% will reflect the student's cumulative course grade through summative and formative assessments as described above
- 10% of the end-of-the-course grade will reflect the student's performance on the course final assessment

**MATERIALS:**

Google Classroom - Supplemental Materials  
Advertising Textbook

**EXPECTATIONS OF STUDENTS:**

The Fairfield Public Schools provide a safe learning environment. Our high school community, in collaboration with parents and other townspeople, fosters a society that recognizes and promotes the dignity and worth of the individual. We believe that meeting the diverse needs of all students will encourage lifelong learning and responsible citizenship.

**EXTRA HELP:**

Appointments for extra help or individual conferences can be prearranged during a mutual common free period or after school.