

Advertising

Local Course #: 82501

State Course ID: 13034200

Course Description:

Advertising is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, ethical, and legal issues of advertising; historical influences, strategies, and media decision processes as well as integrated marketing communications. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

Link to TEKS:

[https://texas-sos.appianportalsgov.com/rules-and-meetings?\\$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225521](https://texas-sos.appianportalsgov.com/rules-and-meetings?$locale=en_US&interface=VIEW_TAC_SUMMARY&queryAsDate=08%2F11%2F2025&recordId=225521)

First 9 Weeks Major Topics:

Unit 1: Introduction to Advertising

This unit will focus on expanding student knowledge and interest in career development, collaboration and leadership opportunities related to advertising systems.

Second 9 Weeks Major Topics:

Unit 2: Marketing in Advertising

This unit will allow students to gain an understanding when connecting the functions of marketing to advertising. The foundational marketing functions drive the field of advertising.

Third 9 Weeks Major Topics:

Unit 3: Industry Knowledge in Advertising

This unit will allow students the opportunity to explore demographics in advertising, as well as understand customer buying habits and diversity connected with advertising.

Fourth 9 Weeks Major Topics:

Unit 4: Careers in Advertising

Students will gain an understating of the potential careers in advertising, as well as have the chance to research multiple career options. Reaching out to professionals in the industry to gain insight would be a great activity to support this unit.