**CSK 2212: INTRODUCTION TO ADVERTISING**

This course is designed as a comprehensive introduction to the principles and practices of advertising. The role of persuasive communication tools is stressed. Advertising is also examined as an element in our social system; a business system; an art and communication form; and as a science. The course also examines the distinctive features of advertising, information and persuasion; kinds of deviation from normal usage e.g. graphological, phonological etc. The course also explores importance of word-play in advertising; examining the accusation that advertising is propaganda.

This course aims to introduce students to the history and the basic principles of advertising. The course discusses targeting positioning and consumer purchasing motivations as necessary tools to designing effective advertising. Students will learn how to select and use various advertising media to meet specific marketing problems & opportunities