College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 170   **TITLE:** Introduction to Online Advertising
   Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
   Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

2. **COURSE DESIGNATION:**
   Degree Credit
   Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**
   Catalog Description:
   > This course provides digital designers the foundational principles and knowledge of digital advertising. Topics include social media, mobile, email, and native advertising. Students learn techniques, tools, and software used in the industry.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
   Upon successful completion of this course, a student will meet the following outcomes:
   1. Explain the digital advertising ecosystem
   2. Identify online advertising types
   3. Identify digital channels

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**
   Upon successful completion of this course, a student will be able to:
   1. Knowledge of digital advertising ecosystem
   2. Knowledge of digital advertising terms
   3. Identify ad types and units
   4. Identify advertising tools
   5. Identify pricing/performance models
   6. Knowledge of programmatic ad buying
   7. Knowledge and purpose of Ad Servers and Advertising Networks

6. **COURSE CONTENT:**
   Lecture Content:
   1. History of Advertising
   2. Digital Advertising Ecosystem
   3. Digital Advertising Channels
       A. Social Media
       B. E-Mail
       C. Mobile
   4. Digital Advertising Formats
       A. Content and Native
   5. Digital Advertising Ads/Units
   6. Digital Advertising Platforms
       A. Ad Networks
       B. Ad Exchanges
   7. Programmatic Advertising
   8. Pricing and Performance Models
   9. Digital Advertising Tools and Technologies

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
   Typical methods of instruction may include:
   A. Lecture
   B. Activity
   C. Critique
   D. Directed Study
   E. Discussion
   F. Guest Speakers

    G. Observation and Demonstration

8. **REPRESENTATIVE ASSIGNMENTS**
Representative assignments in this course may include, but are not limited to the following:
Writing Assignments:
    Written short answer and short paragraphs incorporated in assignments and projects.
Reading Assignments:
Weekly reading from course textbook and resources.

Other Outside Assignments:
    Completion of homework assignments. For example, Google Adwords fundamentals.

9. **REPRESENTATIVE METHODS OF EVALUATION**
Representative methods of evaluation may include:
    A. Class Participation
    B. Class Work
    C. Exams/Tests
    D. Group Projects
    E. Homework
    F. Oral Presentation
    G. Papers
    H. Portfolios
    I. Projects
    J. Quizzes
    K. Research Projects
    L. Written examination

10. **REPRESENTATIVE TEXT(S):**
Possible textbooks include:
    A. Wells, William. *Advertising & IMC: Principles and Practice, 11th edition*, 11th ed. Pearson, 2019

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Effective Term: Fall 2021
Course Originator: Diana Bennett

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