

SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING THEORY & PRACTICE II

ADV 245

revised September 1980

*Revised
May 1981*

ADVERTISING THEORY & PRACTICE II
ADV 245

OBJECTIVES:

As a continuation of ADV 146, the goal of this course is to expand upon the theories already developed and focus on the role of the advertising agency within the framework of client-agency relationships and the solution of advertising problems.

STUDENT GOALS:

By utilizing case studies and a planning simulation game, in addition to lectures and demonstrations, the student will be able to:

- develop an understanding of the major problems faced by various sectors of the advertising agency business
- understand the relationship between the corporate advertiser and the agency as well as the relationship between the small business operation and a retail agency.
- identify and state the criteria for an effective advertising appeal
- execute various media schedules and appropriation outlines
- plan an advertising campaign in consort with student colleagues (given basic data)
- comprehend the value of "flexibility" and "working to deadlines" as assets to take into the outside world of business and advertising.

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<u>PART I</u>	<u>ADVERTISING STUDENT'S QUESTIONNAIRE</u>	<u>READING</u>
SEGMENT A	(semester 3) - to be completed on return (period 1 - 2)	
SEGMENT B	<u>REVIEW OF SIGNIFICANT CONCEPTS</u> (class review September 8, 9, 10) - fundamentals/definition - marketing mix - target markets - the spiral/positioning - the consumer - research & budgets - advertising controls <u>REVIEW TEST (10%) Thursday, September 11</u>	Semester 2 notes Text - Kleppner Chapters 3, 5, 14 Baker, Chapter 4
<u>PART II</u>	<u>MARKETING AND ADVERTISING PLANNING</u>	
SEGMENT C	<u>The Client Perspective</u> - the corporation advertising department - roles and significance of marketing mgrs., advertising mgrs, product mgrs. - the advertising agency connection - markets - assignment	Baker, Chapter 14 Kleppner, Chapter 22
SEGMENT D	<u>The Advertising Agency Perspective</u> - background and history - types, role in the business community - the organization - the account executive - the commission system (review) - retail agencies (the new trend) - assignment	Kleppner, Chapter 21 Baker, Chapter 13 (possible guest F.H. Hayhurst - Toronto during course of semester)
SEGMENT E	<u>The Campaign</u> - types of campaigns - the product or service - the marketing program - the advertising program - themes - assignment	Kleppner, Chapter 23
SEGMENT F	<u>Promotion & Support Elements of the Campaign</u> - coupons, premiums, samples, contests - trade shows and exhibits - public relations - logotypes, packaging, tours, visitor packages - assignment	

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PART III THE STAGES OF DOCUMENTATION

- SEGMENT G
- why the document
 - the stages of planning
 - strategies & tactics
 - agency proposals
 - responsibilities
 - the presentation

(handout material
also refer to ADV 246
Part 1, segment F
Creative Elements)

PART IV CLIENT ADVERTISING PROBLEM (10%)

- SEGMENT H
- an initial documentation
 - to be prepared and written by individual students with instructor guidance

(as above)

PART V A CAREER SEMINAR 2 - 3 periods

- SEGMENT I
- types of advertising jobs
 - resumes and applications
 - guest speaker
 - seminar assignment (5%)

College
Library

reference - How to put
your book together &
get a job in Advertisin
Paetro, Maxine,
Kleppner, pg. 584

PART VI THE ADVERTISING GAME
(a creative studies simulation 30%)

- SEGMENT J
- NOTE: Purchase of Players Manual should be made no later than October 1.

available
in Book
Store

TEXT: Planning the
Advertising Campaign
Players Manual
Jenkins/Zif

- individual players will make up teams simulating the client (Davies Foods Inc.) and their agency (Bassett, Harper and Phelps) and plan strategies and tactics of a campaign which will ultimately be presented to a judging panel of practitioners in the community. The game's duration is approximately 3 - 4 weeks. (this is not a computer game)

PART VII MEASURING EFFECTIVENESS OF ADVERTISING AND CAMPAIGNS

- SEGMENT K
- reviewing the basics
 - subjective and objective approaches
 - budgeting, research, test markets
 - assignment

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PART VIII THE SCOPE OF ADVERTISING

- SEGMENT
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- the international picture
 - the future of the business
 - other considerations
 - cases & problems

REFERENCE AND RESOURCE MATERIAL:

- TEXTS:
- Advertising Procedure - Otto Kleppner (2nd semester text)
 - Systematic Approach to Advertising Creativity - Stephen Baker
 - An Advertising Guide and Planning Manual for the Canadian Small Business - Women's Advertising Club of Toronto
 - C.A.R.D. Book
 - Dictionary
 - Planning the Advertising Campaign - Players Manual by Jenkins & Zif
McMillan Co.

- OTHER:
- The Sault Star , Shopper News
 - Local printing firms
 - CJIC TV, CKCY TV
 - CFYN, CHAS-FM, CKCY, CJQM-FM
 - Sinclair Advertising

NOTE:

One written book report each semester relating to advertising. All books in the College Library Advertising Section are recommended.
(5%)

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METHOD:

Lectures, class discussion, case solving, advertising game, guest lectures.

STUDENT EVALUATION:

TEST # 1 - (based on Part I - review of significant concepts - Thursday, September 11, 1980	10%
TEST # 2 - (based on Part II - Thursday, October 23, 1980	15%
TEST # 3 - (based on Parts VII & VIII - Monday December 15, 1980)	10%

ADVERTISING GAME:

(Evaluation will be based on individual and group performance. Factors such as presentation(s), record-keeping, participation & attendance will be paramount significance)	30%
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BOOK REPORT: (due Wednesday, November 5, 1980)

One written book report (minimum 800 words) relating to advertising.	5%
Client Problem - (a documentation) based on Parts III & IV	10%
Career Seminar Assignment	5%
Remaining Assignments	<u>15%</u>

100%

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STUDENT EVALUATION (cont'd)

Evaluation will be based on the student's ability to meet the course objectives as set out in this outline. The weight and emphasis is described above.

DEADLINES:

Work in advertising is extremely dependent on deadlines. Deadlines set by the instructor MUST be met. No assignment or projects will be accepted beyond the deadline. If a deadline is not met, the students will be given a new assignment and a new deadline will be set in which all objectives must be met. A re-assignment will however be down-graded. If a student considers there is sound reason for not being able to meet a deadline, he or she must discuss the situation with the instructor BEFORE the due date, and hand in whatever work has already been done.

ATTENDANCE:

Attendance at all scheduled classes, and workshops and on field trips is expected. Compliance will be a factor in the final evaluation of the student in the course.

TESTS:

Unsatisfactory performance on a test will mean the student MUST complete a resulting assignment satisfactorily and on time. If a student is granted the privilege of a make-up test,* all previous assignments must have been completed satisfactorily and handed in.

* during the make-up period.