

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

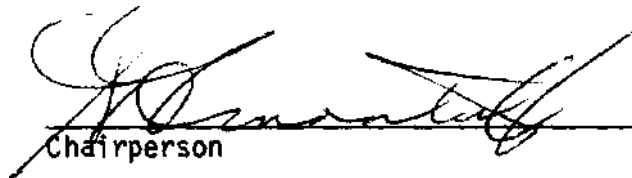
COURSE OUTLINE

Course Title: MEDIA I
Code No,: MKT 110
Program: ADVERTISING MANAGEMENT - BUSINESS ADMINISTRATION
Semester: THREE
Date: JUNE 1983
Author: J. KUCHMA

New:

Revision:

APPROVED:


Chairperson

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Date

MEDIA 1
Course Name

MKT 110-4
Course Number

PHILOSOPHY/GOALS:

An introductory course on the analysis of various media including print and electronic media. The course content will cover such subjects as media buying, the media mix and media efficiency. The strengths and limitations of various media will be reinforced by presentations of practitioners from the major media.

METHOD OF ASSESSMENT (GRADING METHOD):

There will be five tests of equal value:

Test #1 - End of Section One	20%
Test #2 - Section Two to the end (magazines)	20%
Test #3 - Section Two to the end (radio)	20%
Test #4 - To the end of Section Two	20%
Test #5 - To the end of Section Three	<u>20%</u>
	100%

For the majority of students, these tests will be adequate to assign a term mark. Some students may wish to improve their grade, and may do so by writing a comprehensive test at the end of the semester. Those students who have been absent from tests, or who do not have a passing average grade will be required to write the comprehensive test.

DEADLINES: Work in Advertising is extremely dependent on deadlines. Deadlines set by the instructors must be met. No project is accepted after the deadline.

NOTE:

1. The comprehensive test will include the entire work of the semester.
2. Students who are absent from a test for any reason will receive a mark of zero for that test.
3. Tests will normally be held in regular classes at the conclusion of the segments indicated.

METHOD OF ASSESSMENT—continued

4. There will be no rewrites of individual tests.
5. Students who have a passing grade and elect to try to improve their mark by writing the comprehensive test will receive the higher mark of the two evaluation methods.

NOTE: ALL ASSIGNMENTS, CAMPAIGNS, REPORTS, etc. MUST BE TYPED UNLESS OTHERWISE SPECIFIED. NO WORK WHICH IS HANDED IN WILL BE ACCEPTED UNLESS IT IS TYPED IN THE ACCEPTED FORMAT.

A	85 - 100%
B	70 - 84%
C	55 - 69%

TEXTBOOK(S):

Canadian Advertising Rates and Data - August 1983. MacLean-Hunter

Advertising in Canada - Zarry/Wilson

Advertising Creativity - Baker

REFERENCE AND RESOURCE MATERIAL:

Marketing and Advertising Age magazines - school library. The Sault Star, Shopper News, Globe and Mail, etc.

CJIC-TV, CKCY-TV, CFYN, CHAS-FM, CKCY, CJQM-FM

Sinclair Advertising

Dictionary

OBJECTIVES

To provide the student with a fundamental understanding of the media role in advertising as it relates to the advertising management position. This introductory course will provide the student with knowledge of media terms and principles as they apply to the management function of planning, analyzing and expediting media strategy and plans.

The student will demonstrate the ability to use C.A.R.D. to solve uncomplicated media problems.

The student will gain a sound and basic knowledge of the media world as it relates to advertising and ultimately the marketing function. The student will develop initiative and begin to apply learned media skills in determining media plans, strategies and appropriate selection principles.

METHOD:

Lecture and discussion periods will form a part of the learning process. In some cases, lessons may be supplemented by guest lecturers from the business community.

Projects by groups and individuals will reinforce the problem solving media knowledge the student has acquired.

SUBJECT MATTER ^ 6eCL-V\6rs Of ^ e .

BROADCASTING (ELECTRONIC) •An Introduction

Signals/ Sky Waves/ AMFM / Cable

TELEVISION

Characteristics and structure of advertising. Networks/buying time/ spot TV/ Discounts/ Type of Commercials/ pre-empting/ measuring/ Audience/ satellite TV/ TV case history, etc./ Cable/ pay-TV/ and more.

RADIO

Classes and characteristics/ Networks/ buying spot radio/ discount plans/ regional buying/ market data/ measuring audience/ proof of performance, etc

OUTDOOR AND TRANSIT ADVERTISING

E ictéristiques/ plant operators/ types/ circulation/ criticism of outdoor advertising/ Transit advertising/ car cards/ outside vehicle advertising.

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SECTION ONE

INTRODUCTION TO MEDIA - Media and Money

Major media - classifications
Other media

MEDIA USERS

The retailer
Industry
Trade/Professional
The advertising agency

COMPARISON OF MEDIA/POPULARITY OF MEDIA CLASSES

Advantages and disadvantages

MEDIA REPRESENTATIVES AND MEDIA BUYERS

Who are they - what are their functions?

SECTION TWO

USING THE MEDIA

NEWSPAPERS - Characteristics/types of advertising space and size measurement/ rates/contract restrictions/ supplements/ tear sheets/ ROP split runs, and more.

MAGAZINES - Categories/ characteristics/ sizes/ gate folds/ ordering space/ circulation/ coverage/ readership studies/ business/ farm/ trade/ professional publications, and more.

SECTION THREE

MEDIA MANAGEMENT

Essentials of media planning - Basic media strategy/ Hw marketing planning affects media planning/ budget and appropriation considerations/ reach vs. frequency vs. continuity/ tie-in with merchandising plans/ Media problems