


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 1984  
Author: J. KUCHMA

New: Revision

APPROVED

  
Chairperson

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CALENDAR DESCRIPTION

Course Name  
MEDIA 1

Course Number  
MKT 110-4

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 three tests of equal value	75%
Assignments	<u>25%</u>
	100%

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

In order to complete this course successfully, each student must meet the following requirements:

1. Must complete, in a fashion acceptable to the instructor, all assignments and semester work.
- 2- Must write all tests and achieve a minimum of 55% on at least two of the three tests.
3. Must have an overall mark of 55% based on the three tests and assignments.

Students who do not achieve a minimum overall mark of 55% may be allowed to write a comprehensive test, in limited circumstances.

A student with a final mark of 45% to 54% may apply to the instructor for permission to write a comprehensive test which will be based on work from the entire semester. The instructor may allow the student to write the comprehensive test depending on the student's attitude, participation in class and provided that the student has attempted all semester tests and given some indication of potential success on a comprehensive test.

It is the responsibility of any student in this category to apply to write the comprehensive test immediately when the final grades are posted,

A final grade of "C" will be assigned to any student who obtains 55% or more on the comprehensive test. In all other cases, students with a final grade of less than 55% will have to repeat the course.

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 - Fifth Edition, Wright, Winter, Zeigler - McGraw Hill

Advertising Creativity - Baker - McGraw Hill

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, CQMF

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

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.

### BROADCASTING (ELECTRONIC)-An Introduction

Signals/ Sky Waves/ AM/FM / 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

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

## SECTION THREE

### MEDIA MANAGEMENT

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

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