

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE- MARIE, ONTARIO


COURSE OUTLINE

Course Outline MEDIA I
Code No MKT 110
Program ADVERTISING MANAGEMENT - BUSINESS MANAGEMENT
Semester: THREE
Date JUNE 1985
Author J. KUCHMA

New

Revision

APPROVED


Chairperson

Date

MEDIA I	MKT 110-4
Course Name	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 two tests of equal value	70S
Assignments	30Z
	100Z

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 have an overall mark of 552 based on the two tests and assignments•

TESTS ALHD TBSTIMG

- A) Students are required to write all tests as scheduled. Students with "In^town" employment must schedule their work so it does not Interfere with tests* Tests are scheduled far enough In advance to permit this. No tests will be given to make up for missed ones» the exceptions being: (1) medical reasons (a doctor's certificate is needed)!
^^^ fapiJ-y bereavement; and (3) jury duty.

Students who book travel before tests will not be accommodated any earlier. Again, tests are scheduled in advance to facilitate travel planning. If a student must miss a test for the above exceptions, a phone call should be arranged to notify the instructor of the problem before test time. (note: a **message** can be left at the switchboard).

- B) Students are held responsible for keeping their work up-to-date during the course of the semester. **No smpplemental tests will be mvmlable at the emd of the ecmeeter** except for "unusual" reasons and those mentioned in part *A'. The instructor's permission Is required in order to write f supplemental.

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A final grade of "C" will be assigned to any student who obtains 55% or lower 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 - MacLean-Hunter

Advertising - Wright, Winter, Zeigler & O'Dea - McGraw-Hill

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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 the media terms and principles as they apply to the management function of planning, analyzing and executing media strategy and plans.

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The student will demonstrate the ability to use C.A.R.D. to solve uncom-
plicated 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 medi
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

BROADCASTING (ELECTRONIC)" "An Introduction

Signals/Sky Waves/ AM/FH / 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 -

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.

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