

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

COURSE OUTLINE

COURSE TITLE: ADVERTISING THEORY AND PRACTICE II

CODE NO.: ADV245-4 SEMESTER: THREE

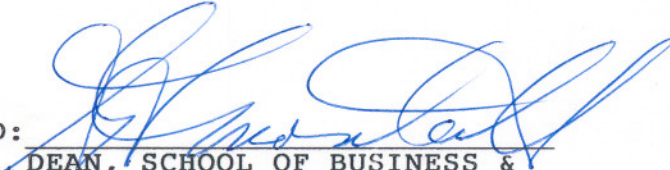
PROGRAM: ADVERTISING MANAGEMENT

AUTHOR: L. LITTLE

DATE: SEPTEMBER, 1991

PREVIOUS OUTLINE DATED: SEPTEMBER, 1990

New: \_\_\_\_\_ Revision: X

APPROVED:   
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

91-08-29  
DATE

ADVERTISING THEORY & PRACTICE II

ADV245

---

**COURSE NAME**

---

**COURSE CODE**

**Total Credits:** 4

**Pre-requisite:** ADV145-4

**PHILOSOPHY/GOALS:**

This course is a continuation of the theories studied in Advertising Theory I with emphasis on their practical application. The curriculum will cover the role of the advertising agency and the functions of its various departments.

**LEARNING OBJECTIVES:**

Upon completion of this course, the student will be able to:

1. appreciate the major problems faced by various sectors of the advertising agency,
2. understand the relationship between the corporate advertiser and the agency as well as the relationship between the small business operation and the retail agency,
3. identify and state the criteria for an effective advertising campaign,
4. execute various media schedules and appropriate outlines,
5. plan an advertising campaign in consort with student colleagues,
6. learn the need for flexibility and the importance of deadlines as assets to take into the world of business.

**METHOD OF INSTRUCTION:**

Lectures, class discussions, case studies, videotape presentations, and an advertising simulation will be utilized.

**METHOD OF ASSESSMENT:**

Tests	4 x 10%	40%
Assignments/Cases	2 x 10%	20%
Advertising Simulation	1 x 30%	30%
Preparation and Participation		10%

---

100%



The advertising simulation evaluation will be based on individual and group performance. Factors such as presentations, record-keeping, participation, and attendance will be considered.

All assignments must be typed unless otherwise specified. No work which is handed in will be accepted unless it is typed in the accepted format.

Work in advertising is extremely dependent on DEADLINES. Thus, it is imperative that all deadlines are met.

TESTS AND TESTING:

Students are required to write all tests. Those individuals with "in-town" employment must schedule their work so it does not interfere with testing periods. No tests will be given to make up for missed ones, the exception being: (1) medical reasons (a doctor's certificate may be needed); (2) family bereavement; (3) jury duty. If a student must miss a test for the above exceptions, a phone call must be arranged to notify the instructor of the problem **BEFORE** the test is to take place (extension 675 or a message may be left at the switchboard). Students are held accountable for keeping their work up-to-date during the course of the semester. No supplemental test will normally be available at the end of the semester except in the circumstances mentioned....or....

.....a student with a final mark of 50-54% may apply in writing to the teacher for permission to write a supplemental test or complete an assigned project. The teacher may allow the student to complete course requirements based on the student's attitude, participation in class and provided that the student has attempted all semester tests, completed all assignments and given some indication of potential success on completion requirements.

GRADE DESIGNATIONS:

The numerical grades will be converted to letter grades on the following basis:

- |    |           |                          |   |
|----|-----------|--------------------------|---|
| A+ | (90-100%) | G.P.A. equivalent = 4.0  | - consistently outstanding  |
| A  | (80- 89%) | G.P.A. equivalent = 3.75 | - outstanding achievement   |
| B  | (70- 79%) | G.P.A. equivalent = 3.0  | - consistently above average  |
| C  | (55- 69%) | G.P.A. equivalent = 2.0  | - satisfactory or acceptable achievement                                  |
| R  | (0 - 54%) | G.P.A. equivalent = 0.0  | - repeat - objectives of course not achieved and course must be repeated. |

TIMEFRAME FOR COURSE MATERIAL

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READING</u>
1	Review of ADV145 Key Concepts	Tuckwell Chapters 1,4,5
2	Continue - review	Tuckwell Chapters 6,9,10, 14,7,15,8
3 & 4	Advertising Management The Client <b>ASSIGNMENT CASE #1</b>	Tuckwell Chapter 2
5 & 6	Advertising Management The Agency <b>ASSIGNMENT CASE #2</b>	Tuckwell Chapter 3
7 & 8	Print Media Newspaper/Magazine <b>TEST</b>	Tuckwell Chapter 11
9 & 10	Broadcast Media <b>TEST</b>	Tuckwell Chapter 12
11 & 12	Direct Advertising	Tuckwell Chapter 13
13,14 & 15	Advertising Campaign	Jenkins

RESOURCES:

1. Tuckwell, Canadian Advertising in Action.  
Prentice-Hall, Inc. Scarborough, Ontario, 1988
2. Jenkins, Wilson. Planning the Advertising Campaign, Collier,  
Macmillan Canada Inc., Don Mills, Ont. 1983
3. Support material, Advertising Age, Marketing Magazines, etc.