

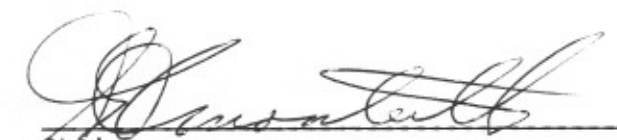
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ADVERTISING THEORY AND PRACTICE II  
Code No.: ADV 245-4  
Program: ADVERTISING MANAGEMENT - BUSINESS ADMINISTRATION  
Semester: THREE  
Date: JUNE 1983  
Author: J. KUCHMA

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

APPROVED:

  
Chairperson

83.08.23  
Date

ADVERTISING THEORY AND PRACTICE II  
Course Name

ADV 245-4  
Course Number

PHILOSOPHY/GOALS:

\* Prerequisite: ADV 145-4

This course will be a continuation of the theories developed in Advertising Theory I with emphasis on the practical aspect of communication. The curriculum will cover such areas as the role of the advertising agency and the functions of its various departments. The advertiser's promotion department will also be studied.

METHOD OF ASSESSMENT (GRADING METHOD):

Test #1 - based on Part 1	20%
Test #2 - based on Part 2	25%

Advertising Simulation--Evaluation will be based on individual and group performance. Factors such as presentations, record-keeping, participation and attendance will be of paramount significance. A proxy system will be in effect for students who are unable to attend each session of the simulation. (Includes 5% for pre-testing)	30%
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Book Report - typed, double-spaced and a <u>minimum of 800 words relating to advertising</u>	5%
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Client Problem - advertising campaign (A documentation based on Part 3)	20%
	<u>100%</u>

METHOD OF ASSESSMENT--continued

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.

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.

TESTS:

45% of the semester's work is made up of tests. For the majority of students, these tests will be adequate to assign a term mark along with the remaining 55% as described above.

Some students may wish to improve their grade in the test area by writing a comprehensive test at the end of the semester. Those students who have been absent from tests will be required to write this comprehensive test.

- 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. There will be no rewrites of individual tests.
  4. Tests will normally be held in regular classes.
  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.

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

ADVERTISING THEORY AND PRACTICE

ADV 245

TEXTS, REFERENCE AND RESOURCE MATERIAL:

TEXT: Advertising In Canada - Zarry/Wilson (Semester Two)

TEXT: Systematic Approach to Advertising Creativity - Stephen Baker,  
McGraw-Hill.

Canadian Advertising Rates and Data

TEXT: Planning the Advertising Campaign - Player's Manual by Jenkins.  
McMillan Company.

TEXT: Canadian Cases in Marketing Communications - Jenkins

OTHER: The Sault Star, Shopper News, Other papers  
Local printing firms  
CJIC-TV, CKCY-TV, CFYN, CHAS-FM, CKCY, CJQM-FM, etc.  
Sinclair Advertising  
Dictionary  
Advertising Age Magazine, Marketing Magazine (School library)

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.
- comprehend the value of "flexibility" and "working to deadlines" as assets to take into the outside world of business and advertising.

METHOD: Lectures, class discussion, assignments, advertising simulation, guest lectures.

ADVERTISING THEORY AND PRACTICE

COURSE TOPICS

PART ONE

READINGS

Segment A--ADVERTISING STUDENT'S QUESTIONNAIRE

(Semester Three - to be completed on return)

Segment B--REVIEW OF SIGNIFICANT CONCEPTS

Fundamentals/definitions, marketing mix, target markets, the advertising spiral, positioning, the consumer, research and budgets, advertising controls

Review Test (20%)

Semester Two Notes  
Text: Zarry/Wilson  
previous assigned  
chapters from ADV 145  
Baker text- Chap. 4

PART TWO - MARKETING AND ADVERTISING PLANNING

Segment C--THE CLIENT PERSPECTIVE

The corporation advertising department, roles and significance of the marketing manager, the advertising manager and the product managers, the advertising agency connection, markets, assignment.

Baker, Chap. 14  
(handouts, etc.)

Segment D--THE ADVERTISING AGENCY PERSPECTIVE

Background and history, types and role in business community, the organization, the account executive, the commission system, retail agencies, assignment.

Zarry - Chap. 3  
Baker - Chap. 13

Segment E--THE CAMPAIGN

Types of campaigns, product/service, marketing program, advertising program, themes, assignment.

Segment F--PROMOTION AND SUPPORT ELEMENTS OF THE CAMPAIGN

Coupons, premiums, samples, contests, trade shows and exhibits, public relations, logotypes, packaging, tours, visitor packages, assignment.

PART THREE

Segment G--THE STAGES OF DOCUMENTATION

Why the document, the stages of planning, strategies and tactics, formal and informal agency proposals, responsibilities and the presentation.

(handout material)

Segment H--THE CLIENT ADVERTISING PROGRAM

An initial documentation to be prepared and written by the individual student with instructor guidance. (20%)

(as above)

PART FOUR

Segment I--A CAREER SEMINAR (Time Permitting)

Types of advertising jobs and related work. Résumés and applications. Guest speakers. Class discussions.

Ref.- Various books including "How to put your book together and get a job in Advertising". Maxine Paetro (College library)

PART FIVE

Segment J--THE ADVERTISING SIMULATION

(A creative studiessimulation--30%)

NOTE: Purchase of Players Manual should be made no later than October 5. Individual players will make up teams simulating the client (Davies Foods Inc.) and their agency (Bassett, Haper, 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 duration is approximately 4 weeks--(This is not a computer game).

Text: Planning the Advertising Campaign-Players Manual. Jenkins/Zif Available in college bookstore.