

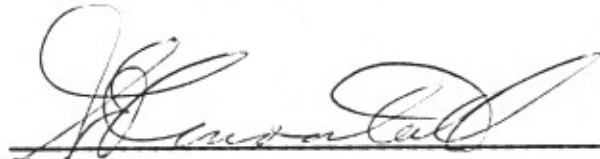
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ADVERTISING THEORY AND PRACTICE II
Code No.: ADV 245-4
Program: ADVERTISING MANAGEMENT - BUSINESS ADMINISTRATION
Semester: THREE
Date: JUNE 1984
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:


Chairperson

84.06.13
Date

CALENDAR DESCRIPTION

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%
Book Report - typed, double-spaced and a <u>minimum of 800 words relating to advertising</u>	5%
Client Problem - advertising campaign (A documentation based on Part 3)	<u>20%</u>
	100%

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.

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 both tests.
3. Must have an overall mark of 55% based on all tests, assignments, book report and simulation.

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 related work 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.

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

TEXTS, REFERENCE AND RESOURCE MATERIAL:

TEXT: Advertising - Wright, Winter, Zeigler - McGraw Hill

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.

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 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.

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: 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.

Wright - Chap. 5
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. Resumes 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.