

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

COURSE OUTLINE

Course Outline: ADVERTISING THEORY & PRACTICE II
Code No: ADV - 245
Program: ADVERTISING MANAGEMENT
Semester: THREE
Date: JUNE, 1988
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New _____ Revision X

APPROVED:

J. Kuchma

Chairperson

88-05-30

Date

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PHILOSOPHY/GOALS

By utilizing a planning simulation in addition to lectures, cases and testing, the student will be able to:

- * Develop an appreciation 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 the 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.

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

METHOD

Lectures, class discussion, case studies and an advertising simulation will be utilized. (Note: the execution of the advertising simulation will depend on the number of students who are registered in the course.)

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METHOD OF ASSESSMENT (Grading Method)

TESTS: Two tests at 25 % each 50 %

ADVERTISING SIMULATION: 30 %

The 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 employed for students who are unable to attend a particular session of the simulation. (Note: 30 % includes a 5% score for pre-testing.)

CLIENT PROBLEM:..... 20 %

The student will be required to submit a written documentaiton based on a case received from the instructor.

NOTE:

All assignments, the documentation, 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 weighting factors are described above.

DEADLINES:

Work in advertising is extremely dependent on deadlines. DEADLINES MUST BE MET. No assignment or project will be accepted beyond the deadline. In order to complete this course successfully, the 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 55% based on all tests, assignments, and simulation.

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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 is needed); (2) family bereavement; (3) jury duty. 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 the test is to take place. (extension 592 - note, a message can be left at the switchboard). Students are held responsible for keeping their work up-to-date during the course of the semester. No supplemental test will be available at the end of the semester except for unusual reasons and those mentioned above. The instructor's permission is required in order to write a supplemental.

GRADE DESIGNATIONS:

A +	90 - 100	%
A	80 - 89	%
B	70 - 79	%
C	55 - 69	%
R	below 55	%

RESOURCES:

Text: "Advertising" - First Canadian Edition
Wright, Winter, Zeigler, O,Dea
McGraw-Hill
and other advertising texts in use.
Advertising Age and Marketing magazines, local
media, school library, dictionary.

SUBJECT MATTER: Subject to change, the following is the proposed area of study. These are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

- * ADVERTISING STUDENT'S QUESTIONNAIRE - PART TWO
- * REVIEW OF SIGNIFICANT CONCEPTS
- * MARKETING AND ADVERTISING PLANNING, THE CLIENT PERSPECTIVE
- * MARKETING AND ADVERTISING PLANNING, THE ADVERTISING AGENCY PERSPECTIVE
- * PROMOTION AND SUPPORT ELEMENTS OF A CAMPAIGN
- * STAGES OF THE DOCUMENTATION - THE CLIENT PROJECT

ASSIGNMENT

- * THE ADVERTISING SIMULATION - A CLASS PROJECT