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ADVERTISING

MKT 204-4

rev ised_ JANUARY 1978

Same as for January, 1979

ADVERTISING
MKT 204-4

OBJECTIVE:

To provide the student with a practical understanding of:

1. The role of advertising in society.
2. The financial effect of advertising.
3. Advertising as part of the marketing mix.
4. The functions of an advertising agency.

STUDENT GOALS:

The student will be expected to acquire the skills and knowledge to work effectively in a marketing organization or advertising agency.

TEXT:

Advertising Principles and Problems, C. Dirksen and A Kroeger--Irwin.

METHOD:

The Case Study Method of learning business and marketing subjects is recognized as being the most effective as it simulates real situations and prepares the student for the practical application of knowledge and skills.

Lectures and Discussion Periods by the instructor and people from the business community will supplement the learning process to give added direction and practical insight.

Projects will be used to reinforce the knowledge, skill and understanding the student has acquired.

STUDENT EVALUATION:

Written work.....	30%
Cthere will be 3 written projects such as case histories, true^false questionnaires, and multiple choice answers)	
Tests - 2 on overall understanding -	20%
Verbal presentation and class participation - - - - -	40%
Project	10%
	100%