

SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

MEDIA 1

MKT 110-4

revised

January 1980

Prepared by Mr. Kuchma

u 0^^
^ -v. ^ > \
\
v,

COURSE OUTLINE

MEDIA 1

MKT 110-4

OBJECTIVES

To provide the student with a fundamental understanding of the media role in advertising as it relates to the advertising management position. This introductory course will provide the student with knowledge of media terms and principles as they apply to the management function of planning, analyzing and expediting media strategy, and plans. Emphasis will be placed on the media role in re advertising.

GOALS

The student will gain a sound and basic knowledge of the media world as it relates to advertising and ultimately the marketing function. The student will develop initiative and begin to apply learned media skills in determining media plans, strategies and appropriate selection principles which are continued in the course MEDIA II.

REFERENCE AND RESOURCE MATERIAL

ADV-2A - Advertising - Maurice I. Mandell, Prentice-Hall

FSM-4A - Advertising Principles, Problems and Cases

Dirksen, Kroeger, and Nicosia

The Suit Star, Shoppers News, Globe and Mail etc

CJIC-TV CKCY-TV

CFYN CHAS-FM CKCY CJQM-FM

Sinclair Advertising (outdoor)

Canadian Advertising Rates and Data

METHOD

Lecture and discussion periods will form a part of the learning process. In some cases, less ons may be supplemented by guest lecturers from the business community.

Projects by groups and individuals will reinforce the problem solving media knowledge the student has acquired.

STUDENT EVALUATION:

<u>Class Work</u> - Participation in all aspects of class work, (attendance is considered as an integral part of participation.)	30%
Tests (3).....	50^
Projects.....	20%
	100%

Students not achieving satisfactory performance will only be permitted one rewrite following successful completion of an addition; assignment. Students missing any tests must provide the instructor with a satisfactory explanation which may have to be documented, i.e. note from doctor, etc.

Late assignments will be downgraded.

Participation will be graded on the basis of demonstrated preparedne: for classes and attendance.

Failure to meet the above conditions will require attendance at the makeup period if this priveledge is earned.

SUBJECT MATTER

MKT 110-4

SECTION ONE

INTRODUCTION TO MEDIA - Media and Money

Major media - classifications
Other media

MEDIA USERS

The retailer
Industry
Trade / Professional
The advertising agency

COMPARISON OF MEDIA / POPULARITY OF MEDIA CLASSES

Advantages ^ Disadvantages

MEDIA REPRESENTATIVES

MEDIA BUYERS

Who are they - what is their functions?

SECTION TWO

USING THE MEDIA

NEWS PAPERS - Characteristics / types of advertising
space and size measurement / rates /
contract restrictions / supplements /
tear sheets / ROP split runs and more.

MAGAZINES - Categories / characteristics / sizes /
gate folds / ordering space / circulatory
coverage / readership studies / business
farm / trade / professional publications
and more.

SUBJECT MATTER

BROADCASTING (ELECTRONIC) an introduction

signals / sky waves / AM/FM / cable

TELEVISION

Characteristics and structure of advertising
Networks / buying time / spot TV / Discounts /
Type of commercials / pre-empting / measuring /
Audience / satellite TV / TV case history etc. /
Cable / pay-TV and more.

RADIO

Classes and characteristics / Networks /
buying spot radio / discount plans / regional
buying / market data / measuring audience /
proof of performance etc,

OUTDOOR & TRANSIT ADVERTISING

Characteristics / plant operators / types /
circulation / criticism of outdoor advertising /
Transit advertising / car cards / outside vehicle
advertising.

DIRECT MAIL ADVERTISING, FILMS and SUPPLEMENTARY MEDIA

Use of direct mail / lists / forms of direct mail /
post cards / booklets / catalogues / dealer direct ma
program / film booking/ advertising specialties /
match books / directories etc.

SUBJECT MATTER

SECTION THREE

MEDIA MANAGEMENT

Strategy and Media Planning - Basic media strategy /
FACTORS influencing selection / budget and appropriatio
considerations / Reach vs frequency vs continuity /
the competition / The best results for the least money?
Tie-in with merchandising plans / Computers / media
problems /