

SAULT COLLEGE  
of Applied Arts and Technology  
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING

MKT 204-4

revised JANUARY 1980



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 basic skills and knowledge to work at an introductory level in a marketing organization or advertising agency.

RESOURCE MATERIAL

Local media - class handout material - texts available in library, e.g. Advertising Procedure - Kleppner

METHOD:

LECTURES AND DISCUSSION PERIODS by instructor and people from 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:

Tests and written work.....50%  
(3 Tests)

Class participation (of which attendance is an integral part)  
.....40%

Project.....10%

SUBJECT MATTER

ADVERTISING CONCEPTS:

The nature of advertising  
Consumerism  
Social and Economic concepts.

ADVERTISING STRATEGY:

Basic demand strategy  
Copy strategy  
Copy preparation  
Layout concepts  
Advertising production- Electronic & Print

MEDIA MIX:

Media selection principles  
Newspapers and magazines  
Television  
Radio  
Other media

ADVERTISING RESEARCH:

THE NEED and Procedures

INTEGRATING THE ADVERTISING PROGRAMS:

The advertising budget  
Campaign strategy and execution

THE LEGAL ASPECTS:

Government/Media/Consumer control

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