

SAULT COLLEGE  
of Applied Arts and Technology  
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING

MKT 204-4

revised JANUARY 19 SI

>>y  
V or j

ADVERTISING  
MKT 20A-4

OBJECTIVE;

The primary goal of the course is to gain an understanding of what advertising is i.e. its role in a small business, its role in a Nationwide promotion, the law and advertising, how people react to advertising.

The object of the exercise is to finish the program with a good knowledge of advertising procedures, concepts and guidelines\*

RESOURCE MATERIAL

The course text is "An Advertising Guide and Planning Manual for the Canadian Small Business" by The Women's Advertising Club of Toronto.

In addition, class handout material and guest lectures will supplement the text. Further, the student should seek out other texts for reference i.e. (a) Advertising by Weilbacher (b) A Practical course in Canadian Advertising by The Association of Canadian Advertisers Inc.

FORMAT

Short discussions by Instructor followed by Question and Answer period. Students will be called upon to not only give an answer but to give alternative solutions to advertising questions.

EVALUATION (12 wks. x 3 = 36)

- (1) Test every Friday in 2nd period. Each test will have 3 questions. Each question will be worth 1 mark. Students will be graded on the following scale 0, ^, i, 3, 1; The weekly tests are mandatory. If you miss the Friday test you will have to write the test the following week. Students are allowed to bring textbooks, notes, etc. into test room.
- (2) Participation = Attendance (24)  
Obviously if a student shows interest and actively participates his/her chances of doing well in this area are very good.
- (3) Project - One Project (20)  
To be handed in 1st wks. of March  
On any advertising topic. The emphasis is upon the student showing an understanding of the subject matter.
- (4) Debate (20)  
Students will be given a topic to debate. Each team will have 4 - 5 members. (2nd week of March)