

Sault College of Applied Arts and Technology sault ste. marie

Course Outline

ADVERTISING
MKT 204 - 4

revised JMUAHY 1982

J. Kuchma

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OBJECTIVES:

To provide the student with a practical understanding of:

- the role of advertising in society
- advertising as part of the marketing mix
- advertising terminology
- the role and importance of the media
- production practices and methods
- functions of the ad agency in relation to consumer and industrial advertising

STUDENT GOALS:

The student will be expected to acquire basic skills and knowledge to work at an introductory level in a marketing oriented organization.

RESOURCE MATERIAL:

TEXT: Advertising at work in the modern marketplace
OLIVER/ Collett 2nd edition McGraw-Hill
Ryerson.

College Library

Local media - class handout material

METHOD:

Lecture and discussion periods by instructor and on occasion guests from the business community will supplement the learning process to give added direction and practical insight.

If arrangements can be made, tours to local media will also take place.

STUDENT EVALUATION:

Two tests (2).....•....._____ 70%

Assignments and classwork 30%

100 %

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ADVERTISING

Student evaluation •

Students missing any tests must provide the instructor with a satisfactory explanation BEFORE the fact or have documentation ie: doctor etc.

Late assignments will be downgraded.

Marks will be averaged at the end of the semester.

An "I" grade will mean the student may be given a chance to rewrite IF all preceding work is satisfactory and complete and at the discretion of the instructor.

A rewrite opportunity is a privilege and NOT a right.

SUBJECT MATTER

ADVERTISING CONCEPTS:

- history of advertising - classifications of
- * social and economic concepts advertising

ADVERTISING STRATEGY:

- advertising and the marketing plan
- " appropriations, budgets, allocations
- organization of advertising activities (role of ad agency)
- campaigns

Creative strategies:

- copy preparation
- layout concepts
- print and electronic production

MEDIA MIX:

- classifications
- strengths and weaknesses (selection principles)
 - newspapers - magazines
 - television
 - radio
 - outdoor (out-of-home)
 - others
- buying techniques - rate cards

ANALYZING ADVERTISING EFFECTIVENESS

- techniques of measuring
- advertising and marketing research differences

LEGAL ASPECTS

Government, Media, Consumer control

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