

^ Sault College of Applied Arts and Technology sault ste. marie

Course Outline

ADVERTISING
MET 204 - ^^

revised JMUASy 1982

J. Kuchma

ADVERTISING
MKT 204- - ^^

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/ Gollett 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 50%

100 %