

SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

MEDIAN
MKT 210-4

ADVERTISING MANAGEMENT

revised

JANUARY 1981
J. KUCHTA

*Revised
January*

OBJECTIVES:

To provide the student with an opportunity to reinforce principles and theories learned in preceding courses in the applied nature of a placement program. Through observing non-traditional business hours (one half day per week) and by being involved in actual working conditions, the student will be encouraged to produce work on an organized, scheduled basis within a structured context.

STUDENT GOALS:

To acquire a broad working knowledge of two areas of either media, industry or retail advertising departments, procedures and systems,

METHOD:

the student will have the option of selecting from a list of participating employers, two companies where he/she will be involved for approximately six weeks each on a half day basis (Wednesday afternoons, 1pm to 5pm.)
Those students with the highest achievement in advertising subjects will be considered first if duplication of choices results.

STUDENT EVALUATION:

Students will be evaluated on the basis of reports from participating employers as well as input from the instructor. Students will be responsible for signing the evaluation forms along with the participating employer. The student's academic record will reflect the following grade for this program:

STUDENT PLACEMENT PROGRAM

Either

S ~ Satisfactory

U - Unsatisfactory

STUDENT RESPONSIBILITIES: Under instructor, the student will be required to:

- (i) submit an introductory letter to the chosen employer along with a one page resume before each placement period
- (ii) be available to the employer as the program timetable stipulates
- (iii) keep a work log up-to-date as outlined by the instructor for submission at the end of each placement period
- (iv) submit a letter of thanks to each participating employer after each session

Student responsibilities ...continued

- (v) Oral Presentation to the class of student's work experience in one of two chosen areas. To be presented after the last work session. This presentation should be structured and make use of material examples and perhaps handouts. The time stipulation for this oral presentation is a minimum of ten minutes and a maximum of 15 minutes.

Note: choice of topic should in some way be related to work experience or some subject in a similar field.
(check with the instructor)

Important: All copies of letters, logs, outline of oral presentation (submitted to instructor a week previous) etc. must be submitted to the instructor as a prerequisite to receiving a grade for the program.

