

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ADVERTISING THEORY AND PRACTICE I

CODE NO.: ADV145 SEMESTER: TWO

PROGRAM: BUSINESS GENERAL

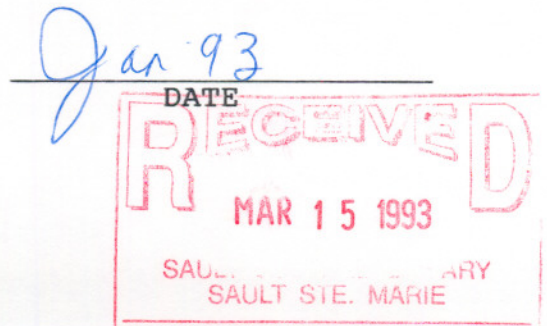
AUTHOR: LARRY LITTLE

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APPROVED: *L. Little*
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY



ADVERTISING THEORY & PRACTICE I

ADV145

COURSE NAME

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PHILOSOPHY/GOALS:

To examine the fundamentals of the advertising function and its role in the marketplace. Included is a detailed analysis of advertising as it relates to selling and promotion in the marketing mix. Subjects covered include various forms of advertising with emphasis on consumer advertising.

The student will receive an indepth introduction to advertising terminology. The course will also assist the student in acquiring an understanding of the social and economic implications of the advertising function in today's society.

Students will be expected to develop interests in monitoring advertising activities as presented in the mass media and other promotional carriers; develop initiative and explore one's own creative talents in dealing with classroom work; develop and practice communication skills in and outside the classroom.

LEARNING OBJECTIVES:

Upon successful completion of this course, students will be expected to:

- 1) define the role of advertising as it relates to marketing, business and society
- 2) work through an advertising plan from initial concept through development to finished creative and media plans
- 3) demonstrate knowledge of the conditions and techniques necessary for creating effective advertising
- 4) show an understanding of the Canadian Advertising Industry, the players, intermediaries and clients
- 5) gain an appreciation of the role of laws and advertising regulations, social issues and ethics
- 6) demonstrate the knowledge and skill of how to create, place and sell advertisements
- 7) develop communication skills, self-confidence in speech and deportment, the ability to speak in class
- 8) develop a positive attitude to problem-solving, decision-making, cooperative and collaborative team work.

METHOD OF ASSESSMENT:

Tests/Assignments (5 x 20%) 100%

(A test/assignment will be given after each module completed)

TESTS: Students are required to write all tests. Those individuals with "in-town" employment must schedule their work so it does not interfere with testing periods. No tests will be given to make up for missed ones, the exceptions being: (1) medical reasons.....(a doctor's certificate is needed); (2) family bereavement; (3) jury duty. If a student must miss a test for the above exceptions, a phone call **MUST** be arranged to notify the instructor of the problem **BEFORE** the test is to be taken. (Students may call extension 586 or a message may be left at the Dean's office).

DEADLINES: Work in advertising is extremely dependent on deadlines. **DEADLINES MUST BE MET.** A penalty of one grade per day will be assessed for late assignments.

GRADING:

A+	(90-100%) - Consistently Outstanding.....	4.00
A	(80- 89%) - Outstanding Achievement.....	3.75
B	(70- 79%) - Consistently Above Average Achievement..	3.00
C	(60- 69%) - Satisfactory or Acceptable Achievement..	2.00
R	(under 60%) - Repeat - Objectives of course not achieved and course must be repeated..	0.00

METHOD OF PRESENTATION:

Lecture, discussion periods, and group work will form the most part of the learning process. Some material will be supported by audio-visual presentation and hand-out material.

REQUIRED TEXT: "Canadian Advertising in Action", Keith J. Tuckwell, Prentice-Hall, 1992

1 three-ring binder for notes/handouts
1 VHS tape

Other Resources and Materials:

Dictionary (a paperback version carried to class is useful). School library, trade magazines such as Marketing and Advertising Age, local media sources, marketing text from last semester.

Subject Matter and Course Time Frame:

Subject to change, the following is the proposed weekly schedule of material to be taught. These are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

TIMEFRAME FOR COURSE MATERIAL

<u>WEEK</u>	<u>TOPIC</u>	<u>CHAPTER</u>
1 - 3	Module #1 Advertising: An Overview The Client and the Agency	1-3
4 - 6	Module #2 Advertising Relationship with Marketing Marketing and Advertising Planning	4-5
7 - 9	Module #3 Creative Planning Print and Broadcast Advertising Research	6-8
10 - 12	Module #4 Budgeting Media Planning A Media Overview Print, Broadcast, Direct Advertising	9-12
13 - 15	Module #5 Specialized Advertising Activities An Advertising Simulation	13-16