

SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING THEORY AND PRACTISE I

ADV 145-4

revised September 1979

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ADVERTISING THEORY AND PRACTISE I

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OBJECTIVES: To assist the student -

1. To gain knowledge in, and understanding of the fundamentals of the advertising function and its role in the marketplace in such areas as: the mass media/consumer advertising trade and industrial advertising.
2. To understand and acquire the skill to interpret the role of advertising as it relates to selling and promotion in the marketing mix.
3. To acquire an understanding of the social and economic implications of the advertising function.

STUDENT GOALS: The student will be expected to -

1. Acquire sound knowledge of Advertising terms and fundamentals to function effectively as an advertising management trainee in various business applications.
2. Develop an awareness of the differences in approach and execution of specific advertising applications such as:
 - consumer advertising and promotion
 - trade advertising and promotion
 - industrial advertising and promotion
3. Develop interests in monitoring advertising activities as presented in the mass media and other advertising and promotional carriers.
4. Develop initiative and explore one's own creative talents in dealing with classroom work.
5. Develop and practise communication skills in and outside of class.

TEXT:

Advertising Principles and Problems, C. Dirksen and A. Kroeger.
- Irwin

RESOURCE MATERIAL:

Marketing (Weekly)
The Sault Star, and other papers
Television and Radio

METHOD:

Lecture and discussion periods will form a part of the learning process.
In some cases, lessons may be supplemented by guest lecturers from the
business community who will provide added direction and practical insight.

Case studies and demonstrations will be used to prepare the student for
practical applications of knowledge and skills. Study groups may be formed
for these exercises.

Projects by groups of individuals will reinforce the problem solving skills
the student has acquired.

STUDENT EVALUATION:

<u>Class work</u> - Participation in all aspects of class work and any possible field work	40%
<u>Tests (3)</u> - Case histories True/False questionnaires Multiple choice questions	30%
<u>Project</u> -	20%
<u>Written Work</u> -An essay-type assignment. (Formal written work is the basis for Ad Agency presentations to clients along with roughs. Some skills should be acquired and developed in expressing one's ideas in this form)	10%
	100%

<u>WEEK</u>	<u>SUBJECT</u>	<u>ASSIGNMENT</u>
1 & 2	<u>Fundamentals of Advertising</u> <ul style="list-style-type: none"> - definitions - channels of information - components of the industry - costs and benefits - classification and examples (print and electronic) 	Lecture-discussion (read pgs. 3-28) respond to questions 5 and 6 on pg. 28 by bringing in material. Case 1-2 Atlas Hardware Co.
3 & 4	<u>Economic and Social Roles of Advertising</u> <ul style="list-style-type: none"> - competition/cost/demands - products and distribution - consumerism - social issues 	(read pgs. 125-138 and 154-166)
5	<u>The Complex Consumer</u> <ul style="list-style-type: none"> - wants and habits - psychological processes - behavioural processes - primary and selective demand 	Chapter 3.
6	<u>The Advertising Management Function</u> <ul style="list-style-type: none"> - information flows - ad management in the corporate team <p><u>TEST NO. 1</u></p>	Chapter 2.
7	<u>Canadian Advertising and Government Regulations</u> <ul style="list-style-type: none"> - Federal regulations - Advertising and the child - Civil jurisdiction - industry self regulation 	Handouts. Additional reading, parts of chapter 6.
8	<u>The Need for Research</u> <ul style="list-style-type: none"> - procedures - execution - tests for effectiveness 	Chapter 15.
9	<u>The Advertising Budget</u> <ul style="list-style-type: none"> - goals and planning - appropriation and allocation - controls 	Chapter 16.

<u>WEEK</u>	<u>SUBJECT</u>	<u>ASSIGNMENT</u>
10	<u>Media and the Advertiser</u> - factors in media selection - characteristics of the media - modern selection techniques - the agency function	Chapter 11.
	<u>TEST NO. 2</u>	
11	<u>Print Media</u> - newspapers (advantages and limitations) - magazines (advantages and limitations) - others	Chapter 12. (parts of chapter 14)
12	<u>Electronic Media</u> - Television (advantages and limitations) - Radio (advantages and limitations)	Chapter 13.
13 & 14	<u>Advertising and the Local Retailer</u> - the retail advertising organization - the retailer and the agency - the retailer and the media	Parts of chapter 19. Cases.
15	<u>Public Relations and Sales Promotion Functions</u> - definitions/uses of - hand in hand with advertising - as separate functions	Handouts.
	<u>TEST NO. 3</u>	

