

SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING THEORY AND PRACTISE I

ADV 145-4

revised

JANUARY 1980

prepared by: J. Kucma

*Revised
Jan. 1981*

ADVERTISING THEORY AND PRACTISE I
ADV 145-4

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.
3. Develop initiative and explore one's own creative talents in dealing with classroom work.
4. Develop and practise communication skills in and outside of class.

TEXT:

Advertising - Maurice I. Mandell - Prentice Hall

RESOURCE MATERIAL:

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

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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. Attendance is considered as an integral part of participation	40%
<u>Tests (3)</u> - Case histories True/false questionnaires Multiple choice questions	30%
<u>Projects</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%

Students not achieving satisfactory performance will only be permitted one rewrite following successful completion of an additional assignment. Students missing any tests must provide the instructor with a satisfactory explanation which may have to be documented. i.e. note from doctor, etc.

Late assignments will be downgraded.

Participation will be graded on the basis of demonstrated preparedness for classes and attendance.

Failure to meet the above conditions will require attendance at the make-up period if this privilege is earned.

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SUBJECT MATTER

ADVERTISING BACKGROUND AND SOCIAL IMPLICATIONS

- history
- fundamentals and definitions
 - classifications/consumer/industrial/trade
- advertising and the economy
 - looking at some key questions
- advertising and society
 - what does it mean to us

ADVERTISING AND ITS ROLE IN MARKETING

- a tool of marketing
- the marketing mix
- concepts and plans
- primary and elective demand
- product development
- branding
- more marketing mix ingredients

THE ADVERTISING DEPARTMENT

- retail advertising
- industrial advertising

THE COMPLEX CONSUMER

- the importance of behavioural study
- communication theory
- motivation and what makes people buy
- an example of applying behavioural science

THE NEED FOR RESEARCH

- why?
- procedures/execution
- tests for effectiveness
- motivation research

THE ADVERTISING BUDGET

- budgeting and appropriation
- advertising expenses
- budget and cost control
- advertising as an investment

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SUBJECT MATTER cont'd.

CANADIAN ADVERTISING AND GOVERNMENT REGULATIONS

- areas of control in advertising
- the Canadian code of advertising standards
- broadcast code for advertising to children/other codes for various products

SALES PROMOTION & PUBLIC RELATIONS

- part of the marketing mix
- the consumer picture
- dealer promotion

THE ADVERTISING AGENCY - An Introduction

- why agencies?
- organization
- functions

SPECIAL PROBLEMS OF LOCAL RETAIL ADVERTISING

- types
- campaigns/plans
- budgets
- the media

THE MEDIA - An Introduction

- types
- characteristics
- agency function