

SAULT COLLEGE  
of Applied Arts and Technology  
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING THEORY AND PRACTICE I

ADV 145-4

ADVERTISING MANAGEMENT

revised JANUARY 1982

prepared by: J. Kuchma

## 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.

### REFERENCE AND RESOURCE MATERIAL

#### A Dictionary

School library

Text .. ADVERTISING in Canada -Its theory and practice  
P.T. Zarry and R.D. Wilson - McGraw-Hill Ryerson

Marketing & Advertising Age magazines - school library

The Sault Star, Shopper News, Globe and Mail etc.

CJIC-TV, CKCY-TV

CFYN, CHAS-FM CKCY CJQM-FM

Sinclair Advertising

# Advertising Theory & Practice

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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

* Book report (minimum 800 words-any subject in the field of advertising) .....	5 %
<u>Due on March 1st</u>	
* Tests (3) .....	75 %
* Assignments .....	20 %
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	100 %

Typing, spelling, grammar and composition, copy preparation, style and accuracy will be assessed on all assignments.

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.

Marks will be averaged at the end of the semester.

An "I" grade will mean the student may be given a chance to rewrite IF all preceding work is satisfactory and complete and at the discretion of the instructor. A rewrite opportunity is a privilege and NOT a right.

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Subject Matter

Advertising Background and Social Implications

- history
- fundamentals and definitions
- classifications
- advocacy and critics
- advertising and the economy
- advertising and society

The Complex Consumer

- the ever moving consumer
- motivation and psychology of the buyer
- how advertising applies behavioural science
- communications channels

Advertising and its role in Marketing

- a tool of marketing
- the mix, the spiral, positioning
- branding and product development
- primary & selective demand

The need for Research

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

The Advertising Budget

- budgeting and appropriation
- methods of appropriation
- budget and cost control
- advertising as an investment

Retail Advertising

- important but misunderstood
- co-op and dealer programs
- the partnership of local media and the retailer
- reasons for retail advertising

Industrial Advertising

- creating awareness & preference for non-retail goods and services
- advertising versus sales calls
- the industrial buyer

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Subject Matter- continued

Canadian Advertising & Government Regulations

- regulatory bodies
- Canadian code of advertising standards
- broadcast codes

Sales Promotion and Public Relations

- relationship to advertising
- part of the marketing mix
- promotional programs

An Introduction to the Advertising Agency

- why agencies?
- types and organization
- functions

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