

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

COURSE OUTLINE

Course Title: ADVERTISING THEORY AND PRACTICE I
Code No.: ADV 145-4
Program: ADVERTISING MANAGEMENT/FINANCE & SALES MGMT.
Semester: TWO
Date: JANUARY, 1984
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:

J. Kuchma
Chairperson

Jan. 11. 84
Date

CALENDAR DESCRIPTION

<u>ADVERTISING THEORY & PRACTICE I</u>	<u>ADV 145-4</u>
Course Name	Course Number

PHILOSOPHY/GOALS:

To examine the fundamentals of the advertising function and its role in the market place. Also included is a detailed analysis of advertising as it relates to selling and promotion in the marketing mix. Subjects covered include trade, industrial and retail/consumer advertising. The student will receive an introduction to trade terminology. The course will also assist the student in acquiring an understanding of the social and economic implications of the advertising function. The student 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 class.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests	(3) at 30% each	= 90%
Class preparedness		= 10%
		<u>100%</u>

Tests: Students missing any tests will receive a zero for that particular test. The exceptions being; medical reasons, jury duty, family bereavement etc. where consideration will be taken into account in regard to a re-write.

Grades:	A = 85-100%
	B = 70- 84%
	C = 55- 69%

A supplementary test (covering the entire semester's work) may be allowed only at the end of the semester. TO QUALIFY, A STUDENT MUST HAVE A 40% AVERAGE. A pass in the supplementary will result in a C grade.

Method of assessment (grading method):

Class preparedness evaluation will be determined by such criteria as:

- (a) Student's answer(s) to homework questions and assignments
- (b) Regular attendance to be able to participate in assignments and answer questions in class.

METHOD OF PRESENTATION:

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.

TEXT:

ADVERTISING, Fifth edition
Wright/Winter/Zeigler
McGraw-Hill

Other resources: Dictionary, School Library, Marketing and Advertising Age magazines, Newspapers, Local broadcast media etc.

SUBJECT MATTER:

Advertising & Career Opportunities ...	Chapter 23
What is Advertising ...	Chapter 1
Advertising's role in society ...	Chapter 2
Advertising and the marketing process	Chapter 3
How Advertising works ...	Chapter 4

TEST # 1 (approximately week of Feb. 6th)

The business of Advertising ...	Chapter 5
The World of Media: An Overview ...	Chapter 6
Consumer behaviour and Advertising ...	Chapter 11
Advertising Creativity and the Copywriter "	12
Advertising Planning	Chapter 15

TEST # 2 (approximately week of March 19th)

subject matter:

The Role of Research in	
Advertising Campaign Planning	... Chapter 16
The Advertising Budget	... Chapter 17
Advertising Coordination	... Chapter 19
Advertising and the Law in	
Canada	... Notes & Handouts

TEST # 3 (approximately week of April 23)
