

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

COURSE OUTLINE

Course Title: CREATIVE CAMPAIGN CONCEPTS
Code No.: ADV-225-2
Program: ADVERTISING MANAGEMENT-BUSINESS MANAGEMENT
Semester: FOUR
Date: JANUARY, 1984
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:

J. Kuchma
Chairperson

Jan 84
Date

CALENDAR DESCRIPTION

CREATIVE CAMPAIGN CONCEPTS

ADV-225-2

Course Name

Course Number

PHILOSOPHY/GOALS:

To enable students to demonstrate a working knowledge of the concepts learned in media, theory and production. The student will complete an advertising brief for a selected local business. Included will be the development of marketing strategies, creative concepts and media plans. The student will also develop the required print and electronic messages which will support his/her documentation.

The resulting brief should reflect the student's ability to handle creative assignments as an individual or as a member of a team by establishing direction and strategy, developing an appropriate creative platform, supporting rationale and recommendations and by implementing appropriate production and presentation.

METHOD OF ASSESSMENT (GRADING METHOD):

Major project and related assignments 100%

DUE TO THE NATURE OF THIS COURSE, THERE IS NO PROVISION FOR A MAKE-UP PERIOD OR RE-WRITE.

PROJECT DESCRIPTION:

The student in consultation with the instructor will select a company (preferably retail in nature) and assume an Advertising Agency role (full service agency). The student will make DIRECT CONTACT with the company and research the marketing objectives and goals of same.

Note: Students involved in Market Research II, Course BUS 225-4 may wish to use their findings as a launching pad to the to the project described herein.

Project description.....

The student will prepare an Advertising Brief with the inclusion of a short but adequate marketing section for the chosen company stating an advertising campaign for an appropriate and related period. The brief will describe products and/or services or where applicable, institutional messages, media schedules, costs etc. An advertising appropriation (even if fictitious) should be discussed with the company.

Samples of all suggested forms of media advertising will be reproduced in copy, storyboards or in any other manner the student deems necessary.

All materials and briefs or copies thereof will be available to the participating company in the project at their request. After the evaluation, the student will be responsible for making the material available to the participant firm.

FINAL PROJECT SUBMISSION DATE:

Noon, Wednesday, April 11th.

Late projects will be downgraded in the following manner:

5% OFF for each day including weekend. NO PROJECT WILL BE ACCEPTED AFTER TUESDAY, APRIL 17th.

TEXT/REFERENCE AND RESOURCE MATERIAL

Selected company (preferably retail in nature but not an absolute requirement). Appropriate reference to previously assigned texts required for previous courses and the local media etc.

METHOD:

Participation in a major individual project will comprise the primary responsibility for each student in this subject area. All procedures followed and work produced will be judged to appropriate (graduate) standards.

Class time: semester

IMPORTANT (please note): Students will be required to consult with the instructor for each scheduled class session and keep a log of work attempted and completed from week to week.