

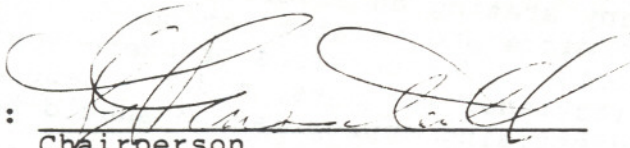
Gary

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

COURSE OUTLINE

Course Outline: CREATIVE CAMPAIGN CONCEPTS
Code No.: ADV-225-2
Program: ADVERTISING MANAGEMENT
Semester: TWO
Date: JANUARY, 1987
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:  87-01-09
Chairperson Date

CALENDAR DESCRIPTION

CREATIVE CAMPAIGN CONCEPTS
course name

ADV-225-2 .
course number
prerequisite: ADV-245-4

Philosophy/Goals:

This course will employ many of the concepts learned in media, production and theory to aid the student in writing a complete Advertising Brief for a student-selected local business. Included will be the development of marketing strategies, creative concepts and media plans. The student will also produce any required print and electronic material 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 in the Sault and area and assume an Advertising Agency role. The student will make DIRECT CONTACT with the company and research the business/marketing objectives and goals of same. 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 should be determined for the task.

Samples of all suggested forms of media advertising will be reproduced in copy, storyboards or in any other manner deemed necessary for the understanding of the project.

All materials and briefs or copies thereof will be available to the participating company at their request.

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SUBMISSION DEADLINE:

WEDNESDAY, APRIL 8, - 2 PM.

No project will be accepted after this time.

Sequential Deadline schedule:

- | | |
|------------------------|--|
| Thursday, January 29th | - Final selection of client to be reported to instructor on form provided. |
| Ongoing | - Weekly progress reports on forms provided. |
| Wednesday, March 11th | - Document progress check. Document rough and related materials to be handed in. |
| Wednesday, April 8th | - Completed project submission date. |
| Wednesday, April 22nd | - Document returned with instructor's recommendations. |
| Thursday, April 30th | - Corrected submission due. |
| Wednesday, May 5th | - Bound and titled documents to be picked up for client delivery. |
| Friday, May 7th | - Client signature regarding receipt of document to be handed in on supplied form. |

NOTE: A FINAL ASSESSMENT OR MARK FOR THIS COURSE WILL NOT BE ISSUED UNTIL ALL THE ABOVE CRITERIA HAVE BEEN MET.

Method: Participation in a major individual project will comprise the primary responsibility for each student in this subject area. All procedures and forms will be explained in allotted class time. Work produced will be evaluated to appropriate (graduate) standards.

Grading:

A - (85-100)	- outstanding achievement
B - (70-84)	- consistently above average achievement
C - (55-69)	- satisfactory or acceptable achievement in areas subject to assessment
R - (under 55)	repeat - the student has not achieved the objective of the course and the course must be repeated.

4/16/87

REVISION

DEADLINE SCHEDULE CHANGES FOR CREATIVE CAMPAIGN CONCEPTS

TUESDAY, APRIL 21- DOCUMENT RETURNED WITH INSTRUCTOR'S
RECOMMENDATIONS.

(STUDENT'S COVER CHOICE - TITLE ETC. TO BE SUBMITTED BY APRIL
24TH)

TUESDAY, APRIL 28- CORRECTED SUBMISSION DUE.

FRIDAY, MAY 1 - BOUND AND TITLED DOCUMENTS TO BE PICKED UP FOR
DELIVERY TO CLIENT.

MONDAY, MAY 4 - CLIENT SIGNATURE REGARDING RECEIPT OF DOCUMENT
TO BE HANDED IN ON SUPPLIED FORM.

TUESDAY, MAY 5 - MARKS SUBMITTED TO CHAIRMAN'S OFFICE FOR
SECOND YEAR STUDENTS.

SATURDAY, MAY 9 - CONVOCATION