

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

COURSE OUTLINE

COURSE TITLE: ADVERTISING THEORY AND PRACTICE I

CODE NO.: ADV145-4 SEMESTER: TWO

PROGRAM: ADVERTISING MANAGEMENT

AUTHOR: J. KUCHMA

DATE: JANUARY 1991

PREVIOUS OUTLINE DATED: FEBRUARY 1990

New: _____ Revision: X

APPROVED: _____
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

DATE

ADVERTISING THEORY AND PRACTICE-1
course name

ADV-145
course number

Philosophy/Goals:

To examine the fundamentals of the advertising function and its role in the marketplace. Also included is a detailed analysis of advertising as it relates to selling and promotion in the marketing mix. Subjects covered include various forms of advertising with emphasis on consumer advertising.

The student will receive an introduction in advertising terminology. The course will also assist the student in acquiring an understanding of the social and economic implications of the advertising function in today's society.

Students 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 classroom.

Method of Assessment (Grading Method):

Three tests at 25 % each..... 75%

Assignment(s), hand-ins etc..... 25%

100%

Tests Students are required to write all tests. Those individuals with "in-town" employment must schedule their work so it does not interfere with testing periods. No tests will be given to make up for missed ones, the exceptions being: (1) medical reasons...(a doctor's certificate is needed); (2) family bereavement; (3) jury duty.

If a student must miss a test for the above exceptions, a phone call MUST be arranged to notify the instructor of the problem BEFORE the test was to be taken. (extension 592 or a message may be left at the switchboard.)

Deadlines Work in advertising is extremely dependent on deadlines. DEADLINES MUST BE MET. No assignment or project will be accepted beyond the announced deadline.

ADVERTISING THEORY AND PRACTICE - 1
course name

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Grading

(Numerical Equivalent)

A+	(90 - 100)	= Consistently Outstanding.....	4.0
A	(80 - 89)	= Outstanding Achievement.....	3.75
B	(70 - 79)	= Consistently Above Average Achievement....	3.0
C	(55 - 69)	= Satisfactory or Acceptable Achievement....	2.0
R	(under 55)	= Repeat - Objectives of course not achieved and course must be repeated.....	0.0

Method of Presentation:

Lecture and discussion periods will form part of the learning process. Some material will be supported by audio-visual presentation and hand-out material.

Text:

CANADIAN ADVERTISING IN ACTION
Keith J. Tuckwell - Prentice Hall

Other Resources and Materials:

Dictionary (a paperback version carried to class is useful).
School library, Trade magazines such as Marketing and Advertising Age, Local media sources, Marketing Text from last semester.

Subject Matter and course time frame:

Subject to change, the following is the proposed weekly schedule of material to be taught. These are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

ADVERTISING THEORY AND PRACTICE - 1

ADV-145
course outline

APPROXIMATE
NO. OF
PERIODS

TOPIC(S)

- 5..... Introduction and Course Outlines
Text: Chapter 1 - **Advertising Overview**
- 7..... Text: Chapter 4 - **Relationships with Marketing**
- 5..... Text: Chapter 5 - **Marketing/Advertising Plan**
- 3-4..... **Review and Testing**
- 5..... Text: Chapter 6 - **Creative Planning**
- 5..... Text: Chapter 9 - **Advertising Research (251-283)**
- 6..... Text: Chapter 10 - **Budgeting and the Media Plan**
- 3-4..... **Review and Testing**
- 5..... Text: Chapter 14 - **Business-to-Business Advertising**
- 4..... (Production Primer) Text: Chapter 7 - **Creating
Print and Broadcast
Advertising**
- 4..... Text: Chapter 15 - **Retail Advertising**
- 4..... Text: Chapter 8 - **Sales Promotion**
- 3-4..... **Review and Testing**

REV 2/73
SUNIL SINGH, MANAGER
Telephone 242-2000
DEPT. OF COMMUNICATIONS