

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

COURSE OUTLINE

COURSE TITLE: ADVERTISING THEORY AND PRACTICE I

CODE NO.: ADV145 SEMESTER: TWO

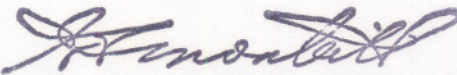
PROGRAM: ADVERTISING ART/GENERAL BUSINESS

AUTHOR: LARRY LITTLE

DATE: JANUARY, 1992

PREVIOUS OUTLINE DATED: JANUARY, 1991

New: \_\_\_\_\_ Revision: X

APPROVED:   
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

92-01-07  
DATE

ADVERTISING THEORY & PRACTICE I

ADV145

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COURSE NAME

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**PHILOSOPHY/GOALS:**

To examine the fundamentals of the advertising function and its role in the marketplace. 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 of 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.

**LEARNING OBJECTIVES:**

Upon successful completion of this course, students should be familiar with:

- 1) the role of advertising and its relationship to marketing
- 2) to distinguish between the various types of consumer and business to business advertising
- 3) the conditions necessary for advertising to be effective
- 4) the composition of the Canadian advertising industry
- 5) the role that laws and regulations play in Canadian advertising
- 6) the basic social issues that are confronting advertisers today

**METHOD OF ASSESSMENT:**

Tests (3 x 25%)	75%
Assignments In-class	25%
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	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 is to be taken. (Students may call extension 590 or a message may be left at the Dean's office).

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

**GRADING:**

A+	(90-100%)	- Consistently Outstanding.....	4.00
A	(80- 89%)	- Outstanding Achievement.....	3.75
B	(70- 79%)	- Consistently Above Average Achievement..	3.00
C	(55- 69%)	- Satisfactory or Acceptable Achievement..	2.00
R	(under 55%)	- Repeat - Objectives of course not achieved and course must be repeated..	0.00

**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, 1992

**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.

TIMEFRAME FOR COURSE MATERIAL

<u>WEEK</u>	<u>TOPIC</u>	<u>CHAPTER</u>
1 & 2	Advertising Overview	1
3	Advertising Relationship with Marketing	4
4 & 5	The Client & The Agency	2 & 3
<b>TEST</b>		
6	Marketing & Advertising Plans	5
7	Creative Planning	6 & 7
8	<b>MID-TERM BREAK</b>	
9	Advertising Research	8
10	Budgeting & Media Planning	9
<b>TEST</b>		
11 & 12	A Media Overview Print, Broadcast, other selected parts of chapters	10,11,12
13	Sales Promotion	13
14	Retail & Business to Business Advertising	14, 15
15	Future Trends in Advertising	Journal Articles