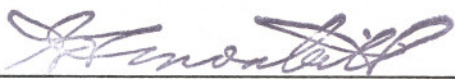


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: CREATIVE CAMPAIGN CONCEPTS
CODE NO.: ADV225 SEMESTER: FOUR
PROGRAM: ADVERTISING MANAGEMENT
AUTHOR: LARRY LITTLE
DATE: JANUARY, 1992
PREVIOUS OUTLINE DATED: JANUARY, 1991

New: _____ Revision: _____ X

APPROVED: 
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

92-01-07
DATE

COURSE NAME

COURSE CODE

Prerequisites: ADV145, ADV245

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. Examples of this would be sample electronic copy and/or supplied production tape, print copy and layout and/or camera-ready material, etc.

Acompanying this Brief will be a cover letter and resume outlining 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 THE COURSE, THERE IS NO PROVISION FOR A MAKE-UP PERIOD OR UPGRADING.

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 an adequate marketing section for the chosen company and state 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.

CREATIVE CAMPAIGN CONCEPTS

ADV225

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.

TIMETABLE

<u>DATE</u>	<u>TOPICS/ASSIGNMENTS</u>	
Jan. 13	Introduction to Creative Campaign Concepts	
Jan. 30	Review of Required Course Concepts	
Jan. 27	Research and Client Selection	
Feb. 3	How to Approach a Prospective Client	
Feb. 10	Fieldwork: Client Selection	
Feb. 17	Report Back Session In-Class Test, Progress To-Date	10%
Feb. 24	MID-TERM BREAK	
Mar. 2	Primary/Secondary Research	
Mar. 9	Report Back Session In-Class <u>Test</u> Research	5%
Mar. 16	Marketing/Advertising Strategies	
Mar. 23	Report Back Session In-Class <u>Test</u> Strategies	5%
Mar. 30	Creative Concepts Set Up Production Schedule	
April 6	Media Plans Work on Media Schedules	
April 13	Field Work Creative Concepts/Media Plans	
April 20	Presentation Cover Letters/Resumes	

<u>DATE</u>	<u>TOPICS/ASSIGNMENTS</u>	
April 27	<u>FINAL PROJECT SUBMISSION</u>	10%
May 4	Document Returned with Professor's Comments	
May 11	<u>CORRECTED SUBMISSION IS DUE</u>	70%
May 18	Document is distributed to clients, client's signature, comments regarding receipt of document to be returned on supplied form by <u>May 20, 1992.</u>	

NOTE: Students will be required throughout the course to do fieldwork with the client on their own time. A final assessment or mark for this course will not be issued until all the above criteria are met including the client's receipt of the completed document. Students must obtain a passing grade on the document portion of this course (mark out of 70%) in order to successfully complete the course.

GRADING:

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 Course must be repeated	0.0

METHOD OF PRESENTATION:

Some lecture, but 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 the allotted class time. Regular class attendance is mandatory. Forms will not be distributed outside of class.

TEXTS AND RESOURCES: Previous texts, Media, Trade Publications and material formerly presented. Student should also be aware of and contact resources for research purposes.