

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

C O U R S E O U T L I N E

Course Title:- ADVERTISING THEORY & PRACTICE I

Code No.:- ADV 145

Program:- ADVERTISING ART/BUSINESS GENERAL

Semester:- TWO

Date:- 1994 01 10

Author:- Prof. J. Lucchetti

New: _____ Revision: X

APPROVED: *Rene M. Cairn*
Dean

Date: 94/01/03

GENERAL:

Advertising is an important component of today's marketing process. Our society is constantly exposed to a variety of advertisements which have a significant impact on our behaviour in the marketplace.

This course is designed to examine the fundamentals of the advertising function and its role in a contemporary marketplace. Various forms of advertising will be discussed with emphasis being placed on consumer advertising as it relates to selling and promotion. The course will include an introduction to advertising terminology and the social and economic implications of advertising.

Students are expected to develop interests in monitoring advertising activities as presented in the mass media and other carriers; develop initiative and explore one's own creative talents in this subject; and develop and practice communication skills.

OBJECTIVES:

1. To stress the importance of advertising and the role it plays our daily lives.
2. To examine the role of advertising and its relationship to the marketing function.
3. To distinguish the various types of consumer and business-to-business advertising.
4. To outline the conditions necessary for advertising to be effective.
5. To examine the composition of the Canadian advertising industry.
6. To study the impact of laws and other regulations on the Canadian advertising industry.
7. To discuss some of the basic social issues which face advertisers today.
8. To help the student develop a variety of skills in preparing/buying/selling various forms of advertisements and in preparing an advertising plan.

METHODOLOGY:

A variety of methods will be employed to cover the course content. These may include lecture, discussions, study groups, and hands-on development of advertisements and other assignments. Students will be required to read and understand the relevant chapters of the textbook and other assigned readings.

Student projects and/or other assignments will also be required. These will be assigned as the course progresses.

EVALUATION AND MARKING SCHEME:

Students will be evaluated on the following basis:

-- projects, assignments, and quizzes	25%
-- first test	20%
-- second test	20%
-- final exam (semester work)	35%
TOTAL	<hr/> 100%

All tests will consist primarily of essay questions. Some multiple choice questions (or other objective questions) may be used to complement and extend the test areas.

Dates of the tests will be announced approximately one week in advance. Quizzes may or may not be announced in advance. If a student misses a quiz, he/she will receive a zero for that quiz. No make-up quizzes will be given. Consideration may be given to students who miss a quiz but who made some arrangements in advance.

If a student is not able to write a test because of illness, or a legitimate emergency, that student must contact the professor prior to the test and provide an explanation which is acceptable to the professor. (Medical certificates or other appropriate proof may be required.) In cases where the student has not contacted the professor, the student will receive a mark of zero on that test.

THERE WILL BE NO REWRITES OF INDIVIDUAL TESTS.

Final Grade:

The final grade will be based on the following scale:

- 90% and more	"A+"
- 80% to 89%	"A"
- 70% to 79%	"B"
- 60% to 69%	"C"
- 59% or less	"R"

Each student must meet the following requirements in order to complete this course successfully:

1. Must complete, in a fashion acceptable to the professor, all projects and other assignments.
3. Must write two tests and the final exam. If a student misses a test or the final exam and has not made appropriate arrangements as above, he/she will receive a mark of zero for that test/exam.
3. Must have an overall mark of 60%. This mark includes all work in the semester.

Students who are not successful in achieving the minimum mark of 60% and/or do not complete the required assignments in an acceptable fashion, as they are due, will repeat the course.

THERE WILL BE NO SUPPLEMENTARY TESTS.

RESOURCE MATERIAL:

Principal Text: Canadian Advertising in Action, Second Edition; Keith J. Tuckwell, Prentice-Hall Inc., 1992.

- Support Material:
1. Trade publications such as, Marketing and Advertising Age.
 2. Current newspapers and periodicals and other appropriate material.

NOTE:-

All assignments must be submitted to the professor at the beginning of class on the due date. If no class is scheduled on the due date, students are required to deliver the assignments to the professor's office, by the designated time. Assignments may be submitted in advance but no assignments will be accepted after the stated deadline. It is the student's responsibility to ensure the professor gets his/her completed assignment.

Questions assigned for homework must be completed promptly and be available at any time to be submitted for evaluation. They too will be collected at the beginning of class.

Assignments not submitted in accordance with these requirements will be given a mark of zero.

Quizzes, tests, assignments, projects, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks after that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, assignments, etc. will be held for three weeks. If they have not been picked up by students within that three-week period, the tests, assignments, etc. will be discarded.

Tests, etc. will be returned only to those students to whom they belong.

IT WILL BE TO THE STUDENTS' ADVANTAGE TO HAVE ANY QUESTIONS, CONCERNS, OR PROBLEMS RELATED TO THIS COURSE RESOLVED AS SOON AS POSSIBLE. IF YOU REQUIRE ANY ASSISTANCE, SEE YOUR PROFESSOR. HE WILL BE MORE THAN HAPPY TO HELP.

ADVERTISING (ADV - 145)

Course Outline Weekly Schedule

Subject to change, the following is the proposed weekly schedule of subjects to be included in this advertising course. They 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.

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
1 & 2	<u>Advertinq Overview</u> -importance of advertising -role of advertising -relationship to marketing -what is it? -forms of advertising -conditions for advertising -composition of industry -laws and regulations -criticisms	Chapter 1
3	<u>Relationship with Marketing - Understanding Customers</u> -marketing segmentation -consumer behaviour -identifying and selecting target markets	Chapter 4
4	<u>Advertising Management - The Client</u> -Client side advertising management -advertising manager -selecting the agency; a six step process.	Chapter 2
5	<u>Advertising Management - The Agency</u> -advertising agencies in Canada -role of advertising agencies -types of advertising agencies -roles and responsibilities -managing client's business -agency compensation -client - agency relationship	Chapter 3

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
6	<u>Marketing/Advertising Plans</u> -business - planning process -types of business planning -advertising planning and product life cycle -organization and content of a marketing plan -organization and content of an advertising plan	Chapter 5
7	<u>Creative Planning</u> -creative development process -responsibilities for creative development -providing creative direction -factors influencing creative objectives and strategies -creative strategies -creative execution	Chapter 6
8	<u>Creating Print & Broadcast Advertising</u> -the communication process -print advertising -creative considerations for other print media -television advertising -radio advertising	Chapter 7
9	<u>Advertising Research</u> -advertising & the research process -steps in advertising research process -creative research -BBM Bureau of Measurements -Audit Bureau of Circulation	Chapter 8
10	<u>Budgeting & the Media Plan</u> -the advertising budget -budgeting methods -the Canadian media -media execution -roles and responsibilities	Chapter 9

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
11	<u>Print Media - Newspaper & Magazine</u> -newspapers in Canada - daily & weekly -types of newspaper advertising -advantages and disadvantages -buying newspaper space -magazines in Canada -advantages and disadvantages -magazine advertising features -buying magazine space	Chapter 10
12	<u>Broadcast Media</u> -television - networks -advantages and disadvantages of television -television rate structures -buying television time -technologies affecting commercial television -radio - station formats -advantages and disadvantages of radio -radio advertising rates -buying radio time	Chapter 11
13	<u>Direct Advertising and Out-of-Home Media</u> -types of direct advertising -direct mail -advantages and disadvantages of direct mail -buying direct mail -outdoor advertising - types -advantages and disadvantages of outdoor advertising -transit advertising -advantages and disadvantages of transit advertising -point-of-purchase advertising -advantages and disadvantages of point-of-purchase advertising	Chapter 12
14	<u>Retail Advertising</u> -role of retail advertising -retail advertising planning -media strategy in retail advertising	Chapter 15

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
15	<u>Business-to-Business Advertising</u> -types of customers -market segmentation -role of advertising in business communication -creative strategy in business communication -media strategy in business communication	Chapter 14
16	<u>Sales Promotion</u> -what is it? -promotion planning -types of consumer promotion activity -considerations for advertising a promotion	Chapter 13

Note:

Additional required readings may be assigned as the course progresses.

THE ABOVE SCHEDULE WILL BE INTERRUPTED BY TESTS AND IS SUBJECT TO CHANGE FOR OTHER REASONS.

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