

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

COURSE OUTLINE

COURSE TITLE: ADVERTISING THEORY AND PRACTICE I  
CODE NO.: ADV 145-3 SEMESTER: TWO  
PROGRAM: BUSINESS/ADVERTISING ART  
AUTHOR: LARRY LITTLE  
DATE: JANUARY 1995  
PREVIOUS OUTLINE DATED: JANUARY 1994

New: \_\_\_\_\_ Revision:   X  

APPROVED: Rose M. Cairns  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

\_\_\_\_\_  
DATE



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I. PHILOSOPHY/GOALS

Promotion and specifically advertising has evolved to be a very important component of today's marketing process. It affects the viability of businesses and significantly impacts consumer decision-making.

This course is designed to examine the fundamentals of advertising and its role in marketing, working in conjunction with the other variables in the promotional mix.

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

II. STUDENT PREFORMANCE OBJECTIVES

Upon completion of this course, students will be able to:

1. Describe the role of advertising and its relationship with marketing and business planning.
2. Show an appreciation for promotion (advertising) in different businesses and society.
3. Work through a promotional (advertising) plan from initial concept through development to finished creative and media plans.
4. Demonstrate knowledge of the conditions and techniques necessary for creating effective advertising.
5. Show an understanding of the Canadian Advertising Industry, the players and the clients.
6. Demonstrate an awareness of advertising regulations and laws, social and ethical issues.
7. Demonstrate the knowledge and skills in creating, placing and selling advertising.



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8. Demonstrate self-confidence in speech and deportment, the ability to communicate both orally and in written form in class.
9. Demonstrate computer literacy in using Harvard Graphics for Windows.
10. Work both individually and in a team environment.

III. TOPICS TO BE COVERED

1. Contemporary Advertising
2. Advertising/Promotional Planning
3. Creating Advertisements/Commercials
4. Media Planning/Research
5. Specialized Advertising
6. Preparing a Promotional/Advertising Plan

IV. LEARNING ACTIVITIES

Upon successful completion of this unit, students will be able to:

Contemporary Advertising

- 1.0 Outline the role and importance of advertising.
- 1.1 Explain advertising and its relationship to marketing.
- 1.2 List the types/forms of advertising.
- 1.3 Describe the conditions that are necessary for advertising to be effective.
- 1.4 Outline the composition of the advertising industry.
- 1.5 Demonstrate knowledge of the important components one must consider in advertising from the client's perspective.
- 1.6 Explain the role of the Agency, their responsibilities and the roles of intermediaries.



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Advertising/Promotional Planning

- 2.0 Describe the relationship between market segmentation, consumer behaviour concepts and advertising.
- 2.1 Discuss the information needed to identify and select target markets.
- 2.2 Outline the importance of positioning and how it is used in both marketing and advertising.
- 2.3 Describe the components of a marketing plan and an advertising plan.
- 2.4 Explain the relationship between product life cycle and advertising planning.
- 2.5 Create a skeleton promotional/advertising plan.

Creating Advertisements/Commercials

- 3.0 Outline the creative development process.
- 3.1 Discuss the factors that influence creative objectives and strategies.
- 3.2 Discuss various appeal techniques used in advertising and various other considerations in advertising strategy.
- 3.3 Demonstrate the use of creative techniques for idea generation such as brainstorming, etc.
- 3.4 Outline the creative considerations for print, television and radio media.

Media Planning/Research

- 4.0 Discuss the research process in general.
- 4.1 Outline the steps in the advertising research process.
- 4.2 List the organizations involved in both creative and media research.
- 4.3 Explain the way in which media uses research data.
- 4.4 Demonstrate an understanding of advertising budgeting.
- 4.5 Discuss budgeting methods, advantages and disadvantages.
- 4.6 Design a media plan, objectives, strategies and tactics.
- 4.7 Outline the classifications of print media, their advantages and disadvantages, the considerations and procedures involved in buying newspaper and magazine space.
- 4.8 Outline the organizations involved in broadcast media, their advantages and disadvantages, the factors considered and procedures used to buy radio and tv time.
- 4.9 Outline the various types of direct media and outdoor media, advantages and disadvantages and factors and procedures used for buying these.



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Specialized Advertising

- 5.0 Explain the relationship between Sales Promotions and Advertising.
- 5.1 Discuss the differences between Business to Business Advertising and Retail Consumer Advertising.

Preparing A Plan

- 6.0 Demonstrate both a knowledge and skill in advertising by producing a plan for a product, service or small business.

V. METHOD OF EVALUATION

A final grade will be derived as follows:

|    |                              |            |
|----|------------------------------|------------|
| 1. | Tests (4 X 10)               | 40%        |
| 2. | Research Assignment          | 20%        |
| 3. | Advertising/Promotional Plan | 25%        |
| 4. | Participation/Attendance     | <u>15%</u> |
|    |                              | 100%       |

\*Tests will be given after each unit is completed. Students are required to write all tests. Only under extreme circumstances will a makeup test be given, eg. medical reasons, a family bereavement, jury duty, etc.

Further details on the Advertising Plan and Research Assignment will be given in class. It is expected that Harvard Graphics be used in the presentation of both these assignments.

Deadlines are extremely important in advertising. A penalty of one grade per day will be assessed for late assignments.

Grading

|    |          |                            |      |
|----|----------|----------------------------|------|
| A+ | 90-100   | consistently outstanding   | 4.00 |
| A  | 80-89    | outstanding achievement    | 3.75 |
| B  | 70-79    | consistently above average | 3.00 |
| C  | 60-69    | satisfactory               | 2.00 |
| R  | under 60 | repeat                     |      |



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Methodology

A variety of methods will be employed to cover the course content. These may include lectures, discussions, group work and hands-on assignments.

Students are required to come to class prepared having read the assigned chapters in the text and/or hands-on materials.

VI. RESOURCE MATERIALS

Required Text:

Canadian Advertising in Action 3rd Edition, Keith J. Tuckwell, Prentice-Hall, 1994.

10 Minute Guide to Harvard Graphics for Windows, Lisa Rucki, Prentice-Hall, 1992.

Both books are available in the Campus Shop.

1 blank 3 1/2" diskette

Additional resource material:

1. trade publications, newspapers, periodicals, etc. available in the Sault College Library such as Advertising Age, Marketing Magazine.
2. other promotional publications, books, etc. available from Larry Little.

VIII. SPECIAL NOTES

Students with special needs are encouraged to discuss required accommodations confidentially with the instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.