

I. COURSE DESCRIPTION:

This course is a hands-on class that introduces students to the present methods being used for promotional purposes within the context of parks and outdoor recreation. Students will prepare projects that would be suitable for print promotion and distribution over the internet. Students will prepare a complete promotional package including brochures and a web site design. The course will introduce students to the most advanced software currently being used in the graphics industry

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Recognize and express the qualities necessary to promote a business within the parks and outdoor recreation market.**

Potential Elements of the Performance:

- Development of an advertising rationale
- Development of an effective visual identity package
- Development of an effective advertising package

2. **Understand the commercial methods available for advertising and promotion.**

Potential Elements of the Performance:

- A thorough understanding of the commercial processes currently used with the advertising industry
- An understanding of posting web sites to the internet – both the physical production of sites and their effective distribution
- An understanding of mailing lists and their compilation
- An understanding of all players involved in the advertising process and the final costs that will be incurred

3. **Understand Video and Graphic File Formats**

Potential Elements of the Performance:

- A solid understanding of multimedia formats for presentations and brochures

4. **Produce Advertising Brochures and Flyers**

Potential Elements of the Performance:

- Develop finished promotions with the use of current software

5. **Web based promotion**

Potential Elements of the Performance:

- Develop an effective web site for promotion of an outdoor business

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III. TOPICS:

1. Research various advertising concepts
2. Advertising methods and costs
3. Understand Multimedia File Formats
4. Use Graphic Software to Produce Flyers /Brochures
5. Design & Create a Promotional Website
6. Design & Create a Promotional CD for Distribution

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Internet Resources & Handouts

Students will be given necessary reference materials on a per project basis

V. EVALUATION PROCESS/GRADING SYSTEM:

Lab Assignments	40%
Final Projects (3) @ 20	60%
Total	100%

Some minor modifications to the above percentages may be necessary. The professor reserves the right to adjust the mark up or down 5% based on attendance, participation, leadership, creativity and whether there is an improving trend.

The professor reserves the right to adjust the number of tests, practical tests and quizzes based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.

- Successful completion of this course is greatly improved with a disciplined approach and consistent attendance to both the lab and lecture / theory classes.
- Students must complete and pass both the test and assignment portion of the course in order to pass the entire courses.
- All Assignments must be completed satisfactorily to complete the course. Late hand in penalties will be 5% per day. Assignments will not be accepted past one week late unless there are extenuating and legitimate circumstances. It is not acceptable to miss classes and / or labs without a reasonable explanation.
- There will also be a lab exercise each and every week that will be due during that lab period. In the event that it cannot be completed during lab time, you will be allowed to complete it as a homework exercise and demonstrate it the following lab with no penalty.

A student who is absent for 3 or more times without any valid reason or effort to resolve the problem will result in action taken.

NOTE: If action is to be taken, it will range from marks being deducted to a maximum of removal from the course

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

The professor reserves the right to use other tools and / or techniques that may be more applicable. These other tools and / or techniques for effective communication will be discussed, identified and presented throughout the delivery of the course content

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Special Notes:

- In order to pass this course the student must obtain an overall **test/quiz** average of 50% or better.

Assignments must be submitted by the due date according to the specifications of the instructor. Late assignments will normally be given a mark of zero. Late assignments will only be marked at the discretion of the instructor in cases where there were extenuating circumstances. Ask for permission from your instructor to hand assignments in late **before** the due date

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.