



**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
- Create Multimedia CD for distribution

**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

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Internet Resources

Instructor material and lab notes will be supplied

Additional files and lecture notes at supplied through instructors web site.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

The mark for this course will be arrived at as follows:

Lab Work		40%
Final Assignments	( 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.

**ATTENDANCE:**

Absenteeism will affect a student's ability to succeed in this course. Absences due to medical or other unavoidable circumstances should be discussed with the professor. Students are required to be in class on time and attendance will be taken within the first five minutes of class. A missed class will result in a penalty in your marks unless you have discussed your absence with the professor as described above. The penalty depends on course hours and will be applied as follows:

<b>Course Hours</b>	<b>Deduction</b>
5 hrs/week (75 hrs)	1% per hour
4 hrs/week (60 hrs)	1.5% per hour
3 hrs/week (45 hrs)	2% per hour
2 hrs/week (30 hrs)	3% per hour

**The following semester grades will be assigned to students:**

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
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:**Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.