

I. COURSE DESCRIPTION:

This course introduces students to computer applications used to create promotion media for a variety of outdoor recreation activities and events. Students will get hands-on experience in the development of marketing brochures, web pages, websites, graphic media, videos / video editing and social media.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Explain various media methods and technologies used to market outdoor events and activitiesPotential Elements of the Performance:

- Identify and list media promotion types
- Contrast advantages and disadvantages of each type
- Associate costs involved with each promotion type
- Study a variety of existing business and outdoor recreation social media / websites to gain insight into techniques used to attract customers and promote events

2. Explain media naming conventions used in market promotionPotential Elements of the Performance:

- Identify and differentiate file naming conventions such as .jpg, gif, html, docx, avi, mpg, mp3
- Identify and differentiate social media technology topics including: blogs, wikis, weblogs, twitter, LinkedIn, facebook and others
- Contrast lossy vs. lossless media file types

3. Identify technology applications used in creating media promotionPotential Elements of the Performance:

- Research website design applications available for site development, including Microsoft and Adobe products.
- Research various multimedia and video editing software available for video development, including products from Adobe, Apple, Camtasia and Pinnacle.
- Research various graphic file editing software, including products such as Paintshop Pro and Adobe Fireworks.

4. Produce a marketing brochure for Outdoor RecreationPotential Elements of the Performance:

- Identify the logic of 3 way folding brochures in preparation for brochure development
- Apply an existing template to get started in the brochure layout
- Modify a template to save time
- Add graphic images and font changes to an existing template
- Create a new brochure without the use of a template
- Associate costs involved in printing color brochures for marketing purposes
- Convert the brochure to either a webpage or other media type such as Adobe PDF format

5. Develop a Webpage / Website for Outdoor RecreationPotential Elements of the Performance:

- Contrast various webpage editors
- Utilize FTP
- Locate free web space available on the Internet
- Study the role of Domain Name registration and costs associated with maintenance of the name
- Contrast Domain Name Hosting and Website Hosting
- Download and modify .jpeg, gif and .png files
- Apply labels and points within .jpeg, gif and .png files
- Insert graphics and hyperlinks into WebPages

- Apply Keywords and descriptions into WebPages for marketing purposes
- Upload WebPages to the Internet
- Add website links to the Google Search Database for added marketing exposure

6. **Produce a promotional video of an outdoor activity / event**

Potential Elements of the Performance:

- Contrast file types including: .wav, .mp3, .mpg, avi
- Download video footage from a digital camera
- Edit video footage by adding in sound and text
- Blend video footage to create the overall promotional video
- Compile a video project to create the final .mpg or .avi file
- Write promotional video to DVD

7. **Maximize promotion exposure of an outdoor activity / event**

Potential Elements of the Performance:

- Create an identity or theme for others to recognize
- Brand the identify or theme with an icon
- Promote the identity and theme using a variety of Social Media and other communication methods
- Create a mailing list
- Create a newsletter for email distribution
- Integrate mobile apps into the promotional process

III. TOPICS

1. Media Technology and Concepts
2. Technology Naming Conventions
3. Technology Applications for Media Promotion
4. Marketing Brochure Development
5. Webpage and Website Development
6. Promotional Video Development
7. Promotion Identity and Exposure

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

USB Thumb Drive (4 GB or larger)

Digital Camera (optional)

Smart Phone (optional)

Instruction material will be supplied to students via printouts, email or web-based links

V. EVALUATION PROCESS/GRADING SYSTEM:

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

Hands-On Activities / Projects	50%
Tests (2 @ 20% Each)	40%
Attendance / Participation	10%

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, projects and activities based on unforeseen circumstances. The students will be given sufficient notice to any changes and the reasons thereof.

Students who miss a test may be given a zero for that test. Students who will be absent on a test day must contact the professor in advance to explain the absence and to arrange an alternative test writing date. There are no make-up tests in this course.

- 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.

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:

Course Hours	Deduction
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:

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: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.