



COURSE OUTLINE: MKT310 - ADVERT & MEDIA MGMT

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Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	MKT310: ADVERTISING AND MEDIA MANAGEMENT
Program Number: Name	2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	In this course, students will be introduced to and explore the advertising industry and how advertising contributes to marketing and business objectives. Students will learn the planning process for media campaigns designed to meet organizational strategic objectives. Students will practice creating media strategies to develop persuasive communication skills.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2057 - BUSINESS - MARKETING
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization
	VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target
	VLO 3 contribute to the development of new and/or modified marketing concepts, products*, goods, and/or services that respond to market needs
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
	VLO 9 plan, prepare and deliver a sales presentation or pitch to address the needs of the client
	VLO 10 develop strategies with clients, customers*, consumers*, co-workers, supervisors, and others to maintain and grow working relationships
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.



Course Evaluation:

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Advertising & Promotion (An Integrated Marketing Communications Perspective) by Michael A. Guolla, George E. Belch, Michael A. Belch
 Publisher: McGraw Hill Edition: 8th
 ISBN: 9781265003722
 Ebook Lifetime access ISBN: 9781265005580

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Develop a comprehensive understanding of Advertising and Integrated Marketing Communications (IMC), including marketing communications, the advertising agency industry, and consumer behavior for effective communication strategies	1.1 Understand the overview of Advertising and Integrated Marketing Communications (IMC), the Importance of Marketing Communications within the marketing and promotional mixes and the planning process. 1.2 Describe the Advertising Agency Industry and the process of working with Agencies. 1.3 Explain Consumer Behaviour, Market segmentation and Target Audience Decision for Communication Strategies.
Course Outcome 2	Learning Objectives for Course Outcome 2
Explore brand positioning strategy decisions, repositioning opportunities, and the ability to interpret the strategy decisions.	2.1 Recognize how to set objectives for Integrated Marketing Communications including marketing, behaviour and communication objectives and planning for consumer decision making process. 2.2 Understand Brand Positioning Strategy Decisions, repositioning opportunities, and the ability to interpret the strategy decisions. 2.3 Identify creativity in advertising, creative planning, message design and creative tactic execution. 2.4 Understand how to measure effectiveness for integrated marketing communications including the decision process, measurement types and pre- and post-measurement tools.
Course Outcome 3	Learning Objectives for Course Outcome 3
Acquire a thorough understanding of media planning and budgeting for Integrated Marketing Communications (IMC), including the strategic use and evaluation of broadcast, print, and out-of-home media, as well as the diverse media types, platforms, and audience measurement techniques.	3.1 Understand media planning and budgeting for Integrated Marketing Communications including the planning process, the media types and platforms, media strategy and tactic decisions and the planning and budgeting allocations. 3.2 Identify the types of Broadcast Media, and the various audience measurements. The ability to evaluate TV and Radio advertising, and the strategic use of these broadcast mediums. 3.3 Explain the diverse types of Print Media, their readership, rates, how to evaluate the types of print advertising and the strategic use of these mediums. 3.4 Identify traditional and digital forms of out of home media options, their audiences, how to measure and evaluate their effectiveness and when to build this medium into the strategic



		plan.
	Course Outcome 4	Learning Objectives for Course Outcome 4
	Describe the role of digital media, including various internet formats and mobile marketing strategies, social media communication, and the impact of influence and persuasive communication tools.	4.1 Identify the role of digital media, the various internet media formats, and their advertising effectiveness, including mobile marketing strategies. 4.2 Understand social media communication uses including networking and content management communities. 4.3 Identify influence, its emerging impact and persuasive communication tools.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments and Case Studies	30%
Final Assignment and Report	20%
Learning Activity Participation	10%
Tests	40%

Date: May 17, 2024

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.