

**COURSE OUTLINE**COURSE NAME DEVELOPING CREATIVE ADVERTISINGCOURSE NUMBER MKTG 3427 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared NOVEMBER 1993 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36**PREREQUISITES**

NONE

**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

- Develop and communicate effective creative strategies for all types of advertising.
- Write, design, and arrange for production of simple advertising materials.
- Evaluate creative strategies and executions prepared by others, and offer constructive criticism.

**EVALUATION**

Mid Term Exam	<u>30</u> %
Final	<u>30</u> %
Term Projects	<u>30</u> %
Participation & Attendance	<u>10</u> %

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### **REQUIRED TEXT(S) AND EQUIPMENT**

Creative Strategy in Advertising, 4th Edition  
A. Jerome Jewler, Wadsworth Publishing

Additional readings as handed out by instructor

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### **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

Marketing Magazine (McLean Hunter). Published weekly. Available through BCIT Library, and at Mayfair News (1535 W. Broadway) or McNews (1460 Lonsdale Ave).

Group discounts are offered by subscriptions.

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### **COURSE SUMMARY**

The emphasis of this course will be on the practical application of basic principles of effective advertising. As well as examining current creative theories and techniques, students will also be exposed to successful advertising practitioners and local facilities.

**COURSE OUTLINE - MKTG 3427**  
(continued)

Week Lecture or Lab Number	Material Covered	References
1	Creative Teams & the Creative Process Elements of Good Advertising	Chapters 1 & 2
2	Developing Effective Creative Strategies	Chapter 15 Chapter 3
3	From Strategy to Concept: The Creative Leap	Chapter 4
4	Effective Copy: Salesmanship in Print	Chapter 5
5	Headlines & Visuals: What Works With What	Chapter 6 Appendix C
6	<b>MID TERM EXAM</b> (1 hour) Retail Advertising: Special Considerations	Chapter 12
7	Basic Advertising Design: From Thumbnail to Comp.	Chapter 7
8	Print Production: The State of the Art Guest Speaker: Dave Counsel, Palmer Jarvis Field Trip (TBC)	Chapter 8 & Appendix B
9	Creative & Production Techniques for Television	Chapter 9
10	Writing & Producing Radio	Chapter 10
11	Creating Direct Response Advertising	Chapter 11
12	<b>FINAL EXAM</b>	
	* Additional Reading in the form of handouts may be assigned.	