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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 4318

INTRODUCTION TO MEDIA PLANNING

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|--------------------|----------|---------------------|-----------|--------------------|---------------|
| Hours/Week: | 3 | Total Hours: | 36 | Term/Level: | 199920 |
| Lecture: | 3 | Total Weeks: | 12 | Credits: | 3 |
| Lab: | | | | | |
| Other: | | | | | |

Prerequisites:

Students must have successfully completed MKTG 3218 – Intro. To Media or have a minimum of 1 year's experience in an advertising agency (or related occupation).

Course Objectives:

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

1. Apply the characteristics and key terminologies of each major advertising medium in the preparation of Media Plans
 2. Acquire a basic working knowledge of media references materials used in media estimating, buying and planning.
 3. Become familiar with the media selection process and develop an appreciation of how various media are evaluated against client-specific objectives
 4. Understand how media audiences are measured and how the information gathered from these studies are used for evaluation and planning purposes.
 5. Get student to the point where they can prepare basic media plans for presentation purposes. Plans will include objectives, strategy, rationale, and recommendations.
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Evaluation

| | |
|--------------------------------------|------------|
| Projects, Participation & Attendance | 20% |
| Media Plan #1 | 35% |
| Media Plan #2 | 35% |
| In class Work | <u>10%</u> |
| TOTAL | 100% |

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

Through lectures and guest speakers, students will develop the skills necessary to develop “sound” media plans. Lectures will focus on key advertising principles and will be taught through detailed examinations of recent case histories.

Guest speakers will include senior sales executives from Global Television, Seaboard Advertising, McLean-Hunter and VanNet newspapers. The course will also include a case history and presentation from the Marketing Director of a major Lower Mainland retail chain.

This course will appeal to advertising agency and media sales personnel and individuals considering career entry in the advertising industry.

**Course
Record**

Developed by: _____ Date: _____
Instructor Name and Department
(signature)

Revised by: _____ Date: _____
Instructor Name and Department
(signature)

Approved by: _____ Start
Date: _____
Associate Dean
(signature)



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 4318

INTRODUCTION TO MEDIA PLANNING

Effective Date April 1999

Instructor(s)

David Stanger

Office No.: 533-7282

Phone: 532-0286

Office Hours: 8am-6pm

Fax: 532-0281

e-mail: yram@home.com

Required Text(s) and Equipment

Introduction to Media - Stanger

Reference Text(s) & Recommended Equipment

Ogilvy on Advertising - David Ogilvy

The Creative Edge - Randy Scotland, Viking 1994

Essentials of Advertising - Don E. Schultz, Crain Books

Advertising in the Marketplace (2nd Edition) - John D. Burke, McGraw-Hill, Inc. 1980

Periodicals: Canadian Media Director's Council Media Digest 1998

Marketing

Strategy

Canadian Advertising Rates and Data

Bureau of Broadcast Measurement: Market Reports

Advertising Age

Blitz

Adnews

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

