



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing

Option: Marketing Communications

MKTG 4318**Introduction to Media**

Hours/Week:	6	Total Hours:	60	Term/Level:	4
Lecture:		Total Weeks:		Credits:	4
Lab:					
Other:					

Prerequisites**MKTG 4318 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

Successful completion of the first three terms of
Marketing Comm. Option.

Course Goals**Course Description****Evaluation**

Quizzes (3 x 10%)	30%
Case study (Small groups)	10%
Presentation (Large groups)	20%
Participation	10%
Final exam	30%
TOTAL	100%

N.B: BCIT attendance requirements will be strictly enforced in
this course. A passing grade based on the average of finals
and individual quizzes will be required to pass.

Course Outcomes and Sub-Outcomes

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

- know the characteristics and key terms associated with each major advertising medium.
- use basic reference materials used in everyday media estimating, buying and planning.
- understand the media selection process and develop an appreciation of how various media are evaluated within the media plan.
- know how media audiences are measured and how the information gathered is used for evaluation and planning purposes.



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Course Outline Part B

MKTG 4318

Introduction to Media

Effective Date

January, 1997

Instructor(s)

Terry Winder

Office No.: IBM – 304
Office Hrs.: Posted on office door.

Phone: 451-6768

Text(s) and Equipment

Required:

Advertising Media Planning, by Jack Z. Sissors, E. Lincoln Bumba. 1995 (5th Edition). NTC Business Books.
Chicago

Recommended:

Media Planning, Jim Surmanek. Crain Books, Chicago. (1993).

Periodicals:

Canadian Media Directors' Council *Media Digest*, 1995/1996

Marketing Magazine

Ad. Age

Canadian Advertising Rates and Data

BBM Market Reports

Course Notes (Policies and Procedures)

Assignment Details



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Schedule

MKTG 4318

Introduction to Media

Week of/ Number	Outcome/Material Covered	Reference/Reading
1A	Media Planning in Changing Times	Chapter 1
1B	Information Superhighway	Chapter 2
2A	Integrated Marketing Communications & Database	Chapter 3
2B	Relationship Media, Advertising and Consumers	Chapter 4
3A	Basic Measurements & Calculations	Chapter 5
3B	Reach Frequency & Effective Frequency	Chapter 6
4A	Marketing Strategy & Media Planning	Chapter 7
4B	Strategy Planning 1 Who, What, Where, When	Chapter 8
5A	Strategy Planning 2 Weighting, Reach, Frequency & Continuity	Chapter 9
5B	Mid-term Exam (Chapters 1–9)	
6A	Media Classes — Intermedia Comparison	Chapter 10
7A	Evaluating & Selecting Media Vehicles	Chapter 12
7B	Assembling Elements of Media Plan	Chapter 13
8A	A Professional Media Plan	Chapter 14
8B	Media Costs & Buying Problems	Chapter 15
9A	Setting and Allocating Budget	Chapter 16
9B	Testing Experimenting & Media Planning	Chapter 17
10	FINAL EXAM	

