

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE NAME:	Introduction to Media		
Course Number:	MKTG4318	Date:	January 1996
Prepared by:	Terry Winder	Taught to Second Year.	
School:	Business	Business Students	
Program:	Marketing	Marketing	
Date Prepared:	January 1995.	Option: Marketing Communications	
Term: 4,	Hours/week: 7	Credit 4	
Total hours:	70		

Instructor:	Terry Winder	Office :	IBM - 304	Tel:	451 6768
Office Hours:	Posted on office door.				

Pre-requisites: Successful completion of the first three terms of the Marketing Comm. Option.

Course Objectives:

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

1. Know the characteristics and key terms associated with each major advertising medium
 2. Use basic reference materials used in everyday media estimating, buying and planning.
 3. Understand the media selection process and develop an appreciation of how various media are evaluated within the media plan.
 4. Know how media audiences are measured and how the information gathered is used for evaluation and planning purposes.
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Evaluation:

Quizzes (3 x 10%)	30%
Case study (Small groups)	10%
Presentation (Large groups)	20%
Participation & agency report	10%
Final exam.	30%

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.*

Required Text

"Introduction to Media". by Stanger & Pierce, Vancouver 1995
(Available through the bookstore)

Reference Texts:

"Media Planning"

Surmanek, Jim. Crain Books, Chicago. (1989)

Periodicals: Canadian Media Directors' Council Media Digest. 1995/1996
Marketing Magazine
Ad. Age
Canadian Advertising Rates and Data
BBM Market Reports

Course Summary.

Through lectures, guest speakers etc. the student will learn about media/industry terminology, as well as the strengths and limitations of media vehicles. Industry related research will be examined along with the roles of the people charged with the planning, buying and selling of media time and space.

Program:

Date	2 hr. lecture	2 hr. lab	1 hr lecture	1 hr lab
Jan 8/9	Course outline	Allocate agencies	Positioning the media department	Field work.
Jan 15/16	Media dept. roles	Presentations of agency profiles	Media org. Agency people	Discussion: "Media"
Jan 22/23	Quiz 1. Television lec. <i>Presentation: "Video screen advertising."</i>	Case study P&G	Buying & Sell. TV Advertising	Case: Backgrd & Objs.
Jan 29/30	Radio <i>Presentation: "Sports advertising media"</i>	Nielsen ratings	BBM	Case: Media Strategy
Feb 5/6	Magazines <i>Presentation: "Supermarket advertising media."</i>	CARD Exercise	PMB	MBA Demo
Feb 12/13	Newspapers Quiz 2.	Pros & Cons.	NADBANK	Discuss Media Measure
Feb 19/20	Local News. <i>Presentation: "Media Miscellany: Cable, Campus, Coupons, Comics"</i>	Direct exercise	Direct mktg. Quiz 3	Discuss Direct Mktg.
Feb 26/27	Out-of-home	Outdoor field photo-shoot	Review	Slide-show
Mar 4		Final Exam.		

Ad. Agency Field Work.

Objective: To contact the ad. agencies allocated to you in order to find out how many people are working in each media department.

To determine what computer programs are currently being used by the agencies.

To investigate the profile of the agencies. (Are they "marketing", "creative", "media strong." Are they award winners? Are they innovative? Are they insignificant? Are they International? etc.)

Approach: Ask to speak to the head of the media department. Advise that you are from BCIT, conducting a field survey to find out more about the media field in Vancouver. Could the respondent spare 3 minutes. See if you can physically visit the respondent in the agency. If not conduct the interview on the telephone. Do not ask questions about confidential issues such as billings, finance or salaries. You can determine client lists of the major agencies by consulting the list of advertisers in the reserve section of the BCIT library. You might ask if most of the clients are industrial, retail, manufacturing, Hi-tech, service or FMCG (fast-moving consumer goods). This will give you a rough idea of the agencies' profile:

Complete an information form for your agencies: e.g.:

Your name _____ Set: _____

Agency Name _____ Address _____

Tel _____ (Check Yellow Pages)

Respondent's name _____ Position _____

Have separate media department: Yes _____ No _____

Number of people in media department _____

Computer programs used in support of media department _____

Types of main clients: _____

Agencies' strengths _____

Your comments on agency profile: _____

Presentation:

Each student will be required to present their agency profiles orally on Tuesday Jan 16/95. I will photocopy each completed sheet, so that each student will have a complete picture of all of the media departments in Vancouver.

Student	Agency
ALMAN	Aaron & Gusman ACAP
BENTLEY	Access Adv. Access Media
BICKERTON	Ad Option The Ad Pad
DRIES	Adland Adv. Advantage Marketing
DETINA	Advertising to Go AIM Communications
FESTE	Ameor Shanghai TV Ad. Ltd. AM/PM Creative consultants
KING	Associate Advertising Myron Balagno
KIRKLAND	Michael Barter Bernard Hodes
LONSCOROUGH	Big House communications Blue Suede Studios
MIGHERAS	Bozell Palmer Bonner BC Ad Network
MELORCHER	Stewart T. Brown Bullseye Communications
OWENS	Camozzi & Co Campaign Communications
PARISH	Canam Media International Carter Advertising
ROBSON	Catalyst Advertising Coast to Coast advertising
SHANK	Coda Print Communications Communique Media Services
TAM	Concise Communication Cossette Communications
VANIN	Cowie Advertising Creative Media Services
J. WALKER	Creative Solutions Ince Day Advertising
WEGENER	Dome Advertising Elton Advertising
YIP	FCB Canada Foster Mead
UNGER	Judy Gale Glenn Advertising
W. WALKER	Glennie Starnes Grey Advertising

Student	Agency
DECHINS	Haibek Communications Hamazaki Wong
GRADON	Immediate Buying Service Interchange Advertising
BARBEIS	Japan Advertising JCR Communications
BRASSINGTON	Karady Communications Ken Koo Creative
CHAN	Kennedy & Associates Knight & Associates
COMBERFORD	Knockout Productions McCann Erickson
DRAYTON	LA Smart Adv. Ogilvy & Mather
ELLIOT	Lanyon Phillips Brink Legree Advertising
FAGI	Lois Lane Advertising Mackin Communications
GLUCK	Marley-Clarke Associates Media House (Burnaby)
GOUCH	BBDO Mesich Media Adv. Ltd.
KHONE	Palmer-Jarvis Advertising Peacock Public Relations
KORFETZ	Phoenix Direct Advertising Reilly Advertising
LAI	Scali McCabe Sloves SGA Communications
LEMBARDI	J Walter Thompson Torresan Group
NICKERSON	Trend Communications USA Ullrick Schade & Assoc.
PECHER	Vancouver Retail Media Walker Nash Advertising
ROUSSE	Vancouver Core Media VRH Communications
TAPPA	Vrlak & Company Wasserman Cozens Dundon Inc
WATTS	JUSTIN POY. MINDS EYE COMMUNICATIONS
WILLIAMS	YOUNG & RUBICAM ZOYA & ASSOCIATES

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