

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE NAME:	Introduction to Media	
COURSE NUMBER:	MKTG 4318	DATE: January 1994
Prepared by:	Terry Winder	Taught to Second Year
School:	Business	School: Business
Program:	Marketing	Program: Marketing
Date Prepared:	Jan 1994	Option: Marketing Communication
Term:.....4	Hrs/Wk:.....7	Credit....4
No. of weeks.....10,	Total hours.....70	

Instructor..... T.Winder	Office.... IBM 304	Local 6768
Office hours: Schedule on door		

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

Course Objectives

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

1. Know the characteristics and key terms associated with each major advertising medium
2. Acquire an awareness of basic media reference 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.
4. Become familiar with the advertising industry in general and the associations and job functions that exist within it.
5. Understand how media audiences are measured and how the information gathered from these studies are used for evaluation and planning purposes.

EVALUATION

Final Exam:	30%
Mid Term (2)	30%
Projects	40%

N.B. BCIT Attendance requirements strictly enforced. A passing grade, based on the average of finals and Mid Terms will be required to pass this course.

REQUIRED TEXT(S) AND EQUIPMENT

Introduction to Media - Stanger, Pierce - \$45 (?)
Available through Instructor

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

"Advertising" by Wright", et al. First Canadian Edition.
McGraw Hill-Ryerson.

Contemporary Advertising

Courtland L. Bov e and William F. Arens, 1982,
Richard D. Irwin, Inc.

How to Advertise

Kenneth Roman and Jane Maas, St. Martin's Press

How to Make Your Advertising Twice as Effective At Half the Cost

H. Gordon Lewis, Nelson-Hall Inc. 1979

Ogilvy on Advertising

David Ogilvy

An Advertising Guide and Planning Manual For the Canadian Small
Business, Women's Advertising Club of Toronto 1979

Essentials of Advertising Strategy

Don E. Schultz, Crain Books

Advertising In the Marketplace (Second Edition)

John D. Burke, McGraw-Hill, Inc. 1980

Periodicals: Canadian Media Director's Council Media Digest
1988/89

Marketing

Stimulus

Canadian Advertising Rates and Data

Bureau of Broadcast Measurement: Market Reports

Advertising Age

Canadian Broadcaster

Media Magazine

Adnews

COURSE SUMMARY

Through lectures, guest speakers, etc., the student will learn about: media/industry terminologies, strengths and limitations of each media vehicle, industry-related research tools, the role of sales representatives, the role of the computer in the media planning and buying process, the role of Planner/Buyer and tips, pitfalls and exceptions within that planning and buying process and the application of various creative elements within the media mix.

INTRODUCTION TO MEDIA

1	Jan. 10/11	Lecture: Introductions. Where media fits in the marketing context. Labs: Group fieldwork. Interview ad agency account exec to determine the "personality" of the agency.
2.	Jan 17/18	Lecture: Media department and its roles Labs: Group feedback on agency personalities and roles of media department
3.	Jan 24/25	Lecture. Television and the process of buying TV Labs: BBM Workshop. Radio field interviews.
4.	Jan31/Feb 1	Lecture: Radio Labs: Group presentations on radio station profiles. Radio/BBM exercises
5.	Feb 7/8	Lecture: Magazines as media options Labs: CARD exercise. PMB/Starch surveys
6.	Feb 14/15	Lecture: Daily newspapers Labs: Group presentations on magazine alternatives
7.	Feb 21/22	Lecture: Local newspapers Labs: MBA/CARD exercise
8.	Feb 28/Mar 1`	Lecture: Out-of-Home media Labs: Group presentation on Miscellaneous Media
9.	Mar 7/8	Lecture: Review FINAL EXAMINATION

<i>Evaluation:</i>	<i>Group presntations:</i>	<i>4 x 10 = 40%</i>
	<i>Mid Terms:</i>	<i>2 x 15 = 30%</i>
	<i>Final</i>	<i>1 x 30 = 30%</i>