

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
COURSE OUTLINE**

COURSE NAME:	Introduction to Media		
Course Number:	MKTG4318	Date:	January 1995
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		

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

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

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**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.*

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**Required Text**

*"Introduction to Media".* by Stanger & Pierce, Vancouver 1994.  
(Available through the bookstore)

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**Reference Texts:**

**"Media Planning"**

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

Periodicals: Canadian Media Directors' Council Media Digest. 1994/1995  
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 9/10	Course outline	Allocate agencies	Positioning the media department	Field work.
Jan 16/17	Media dept.roles	Presentations of agency profiles	Media org. Agency people	Discussion: "Media"
Jan 23/24	Quiz 1. Television lec. <i>Presentation: "Video screen advertising."</i>	Case study P&G	Buying & Sell. TV Advertising	Case: Backgrd & Objs.
Jan 30/31	Radio <i>Presentation: "Sports advertising media"</i>	Nielsen ratings	BBM	Case: Media Strategy
Feb 6/7	Magazines <i>Presentation: "Supermarket advertising media."</i>	CARD Exercise	PMB	MBA Demo
Feb 13/14	Newspapers Quiz 2.	Pros & Cons.	NADBANK	Discuss Media Measure
Feb 20/21	Local News. <i>Presentation: "Media Miscellany: Cable, Campus, Coupons, Comics"</i>	Direct exercise	Direct mktg. Quiz 3	Discuss Direct Mktg.
Feb 27/28	Out-of-home	Outdoor field photo-shoot	Review	Slide-show
Mar 6	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 17/95. I will photocopy each completed sheet, so that each student will have a complete picture of all of the media departments in Vancouver.

<u>SET K.</u>	
<u>Student:</u>	<u>Agency</u>
Abernathy	Aaron & Gusman ACAP
Berry	Acces Adv. Access Media
Blouin	Ad Option The Ad Pad
Co	Adland Adv. Advantage Marketing
Coulson	Advertising to Go AIM Communications
Daber	Amecor Shanghai TV Ad. Ltd. AM/PM Creative consultants
Don	Associate Advertising Myron Balagno
Douglas	Michael Barter Bernard Hodes
Embley	Big House communications Blue Suede Studios
Hamlin	Bozell Palmer Bonner BC Ad Network
Hanrahan	Stewart T. Brown Bullseye Communications
Jordan	Camozzi & Co Campaign Communications
Laats	Canam Media International Carter Advertising
Lehti	Catalyst Advertising Coast to Coast advertising
MacDonald	Coda Print Communications Communique Media Services
Maher	Concise Communication Cossette Communications
McGuire	Cowie Advertising Creative Media Services
Poncelet	Creative Solutions Ince Day Advertising
Rattray	Dome Advertising Elton Advertising
Tice	FCB Canada Foster Mead
Wilson	Judy Gale Glenn Advertising
Wiltermuth	Glennie Stammes Grey Advertising

<u>SET L.</u>	
<u>Student</u>	<u>Agency</u>
Armella	Haibeck Communications Hamazaki Wong
Burton	Immediate Buying Service Interchange Advertising
Choi	Japan Advertising JCR Communications
Critchley	Karady Communications Ken Koo Creative
Elvin-Jensen	Kennedy & Associates Knight & Associates
Gardiner	Knockout Productions McCann Erickson
Gerace	LA Smart Adv. Ogilvy & Mather
Lee	Lanyon Phillips Brink Legree Advertising
Lescanec	Lois Lane Advertising Mackin Communications
Levins	Marley-Clarke Associates Media House (Burnaby)
Mabey	BBDO Mesich Media Adv. Ltd.
MacNiel	Palmer-Jarvis Advertising Peacock Public Relations
Petkau	Phoenix Direct Advertising Reilly Advertising
Ramji	Scali McCabe Sloves SGA Communications
Pasqua	J Walter Thompson Torresan Group
Rattee	Trend Communications USA Ullrick Schade & Assoc.
So	Vancouver Retail Media Walker Nash Advertising
Wartman	Vancouver Core Media VRH Communications
Woodhall	Vrlak & Company Wasserman Cozens Dundon Inc

## LARGE GROUP PRESENTATION.

### 1. Introduction:

Four large group presentations have been scheduled for this term. Each set will be divided into two large groups (Half the students in each). Each large group will be allocated a topic at random.. Each topic is planned for presentation on a date which is listed on this sheet.

### 2. Objectives:

This presentation project is designed to:

- a. Examine media alternatives that are usually neglected .
- b. Provide an opportunity to develop group co-operative skills as well as leadership.
- c. To test the students ability to work as a group against typical time frame deadlines.
- d. To exercise presentation skills.

### 3. Focus.

Each group should determine its own focus within the broad scope of the topic. You can attempt a survey presentation of all the options within the topic field, or you can acknowledge the breadth of the subject, while concentrating the presentation on one example, covered in depth. It is up to each group to decide.

### 4. Presentation.

Each group should try to present as professionally as possible. You may use one or as many speakers as the groups decides. If you want to use audio-visual facilities, the group must make arrangements to acquire and return them. The audio visual department is on the second floor of the SW1 building. The instructor will sign authorization slips, which may be obtained from the audio-visual office.

### 5. Timetable.

To obtain information in a timely fashion, each group needs to organize its collection immediately. Suggest you allocate responsibility to individuals to determine names and contact addresses for appropriate organizations. Secondary data search techniques learned last term should help you identify useful directories and registers. Once you have names, addresses, telephone numbers you should arrange contact in whatever manner you decide as a group. Keep in mind your deadline. Plan to use your own facilities, as there are none available from the BCIT budget, except for the mail.

### 6. Make-up of your group.

Please take a plain sheet of paper, write your topic and set number at the top and have all member of this large group write their names on it, for my record. This project is worth 20% of the course grade.

## CASE STUDY.

### **a. Introduction.**

Blighty Brew is a brand of tea bags produced by Cocksparrow Foods of Abbotsford, B.C. The brand is distributed through the major supermarkets from the West Coast to the Head of the Lakes. The strength of the B.C. sales team along with the softer water supply, generally available through the province, has ensured that B.C. sales of Blighty Brew are much stronger than Alberta, Saskatchewan or Manitoba.

<u>Item</u>	<u>B.C</u>	<u>Alta</u>	<u>Sask</u>	<u>Man.</u>
Total market sales of tea bags 1994 (#'s)	60 million	24 million	10 million	12 million
Total Blighty Brew sales of tea bags 1994 (#'s)	18 million	8 million	1 million	2 million

The company built awareness of the Blighty Brew brand through judicious use of television advertising. It sponsored the Carstairs Report on BCTV since its inception in 1970. The Carstairs Report was a travel show, moderated by Christopher Carstairs. In the early days it ran opposite the Sunday CFL football game on CBC. It generated strong share of market figures, especially among women viewers. As time went on, however, the incursion of cable stations provided more choice of viewing, so the Carstairs Report lost viewers dramatically. Carstairs had become a personal friend of Godfrey Cheadle, the flamboyant CEO of Blighty Brew. As a result, the company continued to sponsor the TV show long after the dwindling audience justified this support.

After much urging by the Board of Directors, Cheadle has just appointed your consulting group to examine the current media strategy, and to develop a plan for the 1995 budget of \$500,000. The plan should consider geographic allocations of the budget.

Objectives should consider reach, frequency, seasonality and scheduling

Media strategy should be supported by a media rationale.

You should include a blocking chart and a budget/timetable by medium by month.