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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing****MKTG 3218****Introduction to Media**

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Hours/Week:	3	Total Hours:	36	Term/Level:	200010
Lecture:	3	Total Weeks:	12	Credits:	3

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**Prerequisites:**

In order to register for "Introduction to Media", students must provide proof of industry-related employment, or have completed Promotional Strategies (MKTG 3322) or be enrolled in the day school program (Marketing Management)

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**Course Objectives:**

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

1. Know the characteristics and key terminologies of each major advertising medium.
  2. Acquire an awareness of basic 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.
  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.
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**Evaluation**

Final Examination	35%
Mid Term	30%
Major Assignment	20%
In class quizzes and Participation	<u>15%</u>
<b>TOTAL</b>	<b>100%</b>

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**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, 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.

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

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### Course Record

Developed by:	<u>David Stanger</u> Instructor Name and Department (signature)	Date:	<u>Jan 11, 1999</u>
Revised by:	<u></u> Instructor Name and Department (signature)	Date:	<u></u>
Approved by:	<u></u> Associate Dean (signature)	Start Date:	<u></u>



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing**

**MKTG 3218**  
**Introduction to Media**

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**Effective Date**

January 2000

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**Instructor(s)**

David Stanger

Office No.:

Office Hours: Mon-Fri  
9am-5pm

Phone: 533-7282 or 532-0286

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**Required Text(s) and Equipment**

Introduction to Media - Stanger, Haibeck

**Reference Text(s) & Recommended Equipment**

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

Contemporary Advertising

Courtland L. Bove 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 1992/93

Marketing

Media West

Strategy

Canadian Advertising Rates and Data

Bureau of Broadcast Measurement: Market Reports

Advertising Age

Canadian Broadcaster

Media Week

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.

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Session	Outcome/Material Covered	Reference/ Reading
ONE	<b>THE INDUSTRY</b> <ul style="list-style-type: none"> <li>• The Agency Business</li> <li>• The Agency Departments</li> </ul>	
TWO	<b>THE AGENCY BUSINESS</b> <ul style="list-style-type: none"> <li>• Job Functions/Descriptions</li> <li>• A Case Study</li> </ul>	
THREE	<b>THE TELEVISION MEDIUM</b> <ul style="list-style-type: none"> <li>• Strengths and Limitations</li> <li>• Terminologies &amp; Key facts</li> </ul>	
FOUR & FIVE	<b>THE TELEVISION MEDIUM</b> <ul style="list-style-type: none"> <li>• Buying the Medium</li> <li>• Research Tools</li> <li>• Tips, Pitfalls and Exceptions</li> </ul>	
SIX	MID-TERM EXAMINATION	
SEVEN	<b>THE RADIO MEDIUM</b> <ul style="list-style-type: none"> <li>• Strengths and Limitations</li> <li>• Burying the Medium</li> </ul>	
EIGHT	<b>THE RADIO MEDIUM</b> <ul style="list-style-type: none"> <li>• Buying the Medium</li> <li>• Research Tools</li> <li>• Tips, Pitfalls and Exceptions</li> </ul>	
NINE	<b>MAGAZINES</b> <ul style="list-style-type: none"> <li>• Magazine Categories</li> <li>• Strengths and Limitations</li> <li>• Evaluating Magazines</li> </ul>	
TEN	<b>NEWSPAPERS</b> <ul style="list-style-type: none"> <li>• Categories</li> <li>• Strengths and Limitations</li> <li>• Buyer/Planner/Rep Roles</li> <li>• Research Tools</li> <li>• Tips, Pitfalls and Exceptions</li> <li>• Terms</li> </ul>	
ELEVEN	<b>THE OUTDOOR TRANSIT MEDIUM</b> <ul style="list-style-type: none"> <li>• Out of Home</li> <li>• Strengths and Limitations</li> <li>• Terminology</li> <li>• Role of Buyer/Rep</li> <li>• Tips, pitfalls and Exceptions</li> </ul>	
TWELVE	FINAL EXAMINATION	