

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline

COURSE NAME: Introduction to Media

COURSE NUMBER: MKTG 3218

PREPARED BY: David Stanger TAUGHT TO: March 31, 1997

DEPARTMENT: Marketing Management

DIVISION: School of Management

DATE PREPARED: November 8, 1996

TERM: Winter HOURS/WEEK: Three (3) CREDITS: 3.0

NUMBER OF WEEKS: Twelve (12) TOTAL HOURS: Thirty-Six (36)

INSTRUCTOR(S): David Stanger OFFICE: 684-6221 or 641-3708 (direct)

OFFICE HOURS: Monday - Friday, 9:00am - 5:00pm

PREREQUISITES: In order to register for "Introduction to Media", students must provide proof of industry-related employment, or have completed Advertising One, or be enrolled in the dayschool program (Marketing Management).

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.

EVALUATION:

Final Examination	<u>35%</u>
Mid-Term	<u>40%</u>
Projects and Participation	<u>25%</u>

REQUIRED TEXT(S) AND EQUIPMENT

Introduction to Media - Stanger, Haibeck

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

Fundamentals of Marketing

7th Edition - Sommers, Barnes, Stanton

Ogilvy on Advertising

David Ogilvy

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 1995/96
Marketing
Strategy
Canadian Advertising Rates and Data
Bureau of Broadcast Measurement: Market Reports
Advertising Age
Canadian Broadcaster
Media Wave

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.

COURSE OUTLINE

WEEK	MATERIAL COVERED	DATES
ONE	THE INDUSTRY <ul style="list-style-type: none"> • Councils/Associations • The Agency Business • The Agency Departments 	Jan 13
TWO	THE AGENCY BUSINESS <ul style="list-style-type: none"> • Job Functions/Descriptions • A Case Study 	Jan 20
THREE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> • Strengths and Limitations • Creative Application 	Jan 27
FOUR AND FIVE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> • Buying the Medium • Research Tools • Tips, Pitfalls and Exceptions 	Feb. 3 & 10
SIX	MID-TERM EXAMINATION	Feb 17.
SEVEN	THE RADIO MEDIUM <ul style="list-style-type: none"> • Strengths and Limitations • Creative Application 	Feb 24
EIGHT	THE RADIO MEDIUM <ul style="list-style-type: none"> • Buying the Medium - roleplay • Research Tools • Tips, Pitfalls and Exceptions 	Mar 3
NINE	MAGAZINES <ul style="list-style-type: none"> • Magazine Categories • Strengths and Limitations • Evaluating Magazines 	Mar 10
TEN	NEWSPAPERS <ul style="list-style-type: none"> • Categories • Strengths and Limitations • Buyer/Planner/Rep Roles • Research Tools • Tips, Pitfalls and Exceptions • Terms 	Mar 17
ELEVEN	THE OUTDOOR TRANSIT MEDIUM <ul style="list-style-type: none"> • Out of Home • Strengths and Limitations • Terminology • Role of Buyer/Rep • Tips, Pitfalls and Exceptions • Creative Applications 	Mar 24
TWELVE	FINAL EXAMINATION	Mar 31