

COURSE OUTLINECOURSE NAME INTRODUCTION TO MEDIACOURSE NUMBER MKTG 3218DATE SEPTEMBER 1995Prepared by D.StangerTaught to C.E.School BusinessProgram Date Prepared September 1993Option Term ALLHrs/Wk 3Credits 3.0No. of Weeks 12Total Hours 36**PREREQUISITES**

In order to register for "Introduction to Media", students must provide proof of industry-related employment, or have completed Promotional Strategies, 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>40</u> %
Mid Term	<u>30</u> %
Projects and Participation	<u>30</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. 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 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 ad 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 - MKTG 3218

(continued)

WEEK	MATERIAL COVERED	DATES
ONE	THE INDUSTRY <ul style="list-style-type: none"> • Councils/Associations • The Agency business • The Agency Departments 	Sept. 11
TWO	THE AGENCY BUSINESS <ul style="list-style-type: none"> • Job Functions/Descriptions • A Case Study 	Sept. 18
THREE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> • Strengths and Limitations • Creative Application 	Sept. 25
FOUR & FIVE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> • Buying the Medium • Research Tools • Tips, Pitfalls and Exceptions 	Oct. 2 & 16 (Oct 9) Thanksgiving
SIX	MID-TERM EXAMINATION	Oct. 23
SEVEN	THE RADIO MEDIUM <ul style="list-style-type: none"> • Strengths and Limitations • Creative Application 	Oct. 30
EIGHT	THE RADIO MEDIUM <ul style="list-style-type: none"> • Buying the Medium - roleplay • Research Tools • Tips, Pitfalls and Exceptions 	Nov. 6
NINE	MAGAZINES <ul style="list-style-type: none"> • Magazine Categories • Strengths and Limitations • Evaluating Magazines 	Nov. 13
TEN	NEWSPAPERS <ul style="list-style-type: none"> • Categories • Strengths and Limitations • Buyer/Planner/Rep Roles • Research Tools • Tips, Pitfalls and Exceptions • Terms 	Nov. 20
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 	Nov. 27
TWELVE	FINAL EXAMINATION	Dec. 4