

Course Outline

FILED JAN 13 1999

COURSE NAME: Introduction to MediaCOURSE NUMBER: MKTG 3218PREPARED BY: David Stanger TAUGHT TO: March 29, 1999DEPARTMENT: Marketing ManagementDIVISION: School of ManagementDATE PREPARED: January 11, 1999TERM: Winter HOURS/WEEK: Three (3) CREDITS: 3.0NUMBER OF WEEKS: Twelve (12) TOTAL HOURS: Thirty-Six (36)INSTRUCTOR(S): David Stanger OFFICE: 533-7282 or 532-0286OFFICE HOURS: Monday - Friday, 9:00am - 5:00pmPREREQUISITES: NoneCOURSE 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	35%
Mid-Term	30%
Major Assignment	20%
In class quizzes and Participation	15%

## COURSE OUTLINE

WEEK	MATERIAL COVERED	DATES
ONE	THE INDUSTRY <ul style="list-style-type: none"> <li>• The Agency Business</li> <li>• The Agency Departments</li> </ul>	January 11
TWO	THE AGENCY BUSINESS <ul style="list-style-type: none"> <li>• Job Functions/Descriptions</li> <li>• A Case Study</li> </ul>	January 18
THREE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> <li>• Strengths and Limitations</li> <li>• Terminologies &amp; Key facts</li> </ul>	January 25
FOUR AND FIVE	THE TELEVISION MEDIUM <ul style="list-style-type: none"> <li>• Buying the Medium</li> <li>• Research Tools</li> <li>• Tips, Pitfalls and Exceptions</li> </ul>	February 1,8
SIX	MID-TERM EXAMINATION	February 15
SEVEN	THE RADIO MEDIUM <ul style="list-style-type: none"> <li>• Strengths and Limitations</li> <li>• Burying the Medium</li> </ul>	February 22
EIGHT	THE RADIO MEDIUM <ul style="list-style-type: none"> <li>• Buying the Medium</li> <li>• Research Tools</li> <li>• Tips, Pitfalls and Exceptions</li> </ul>	March 1
NINE	MAGAZINES <ul style="list-style-type: none"> <li>• Magazine Categories</li> <li>• Strengths and Limitations</li> <li>• Evaluating Magazines</li> </ul>	March 8
TEN	NEWSPAPERS <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>	March 15
ELEVEN	THE OUTDOOR TRANSIT MEDIUM <ul style="list-style-type: none"> <li>• Out of Home media</li> <li>• Strengths and Limitations</li> <li>• Terminology</li> <li>• Role of Buyer/Rep</li> <li>• Tips, Pitfalls and Exceptions</li> </ul>	March 22
TWELVE	FINAL EXAMINATION	March 29