

**COURSE OUTLINE**COURSE NAME ADVERTISING STRATEGIESCOURSE NUMBER MKTG 3322 DATE SEPTEMBER 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared AUGUST 1994 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

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**PREREQUISITES**MKTG 2202 - PRINCIPLES OF PROMOTIONAL MARKETING

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**COURSE OBJECTIVES**

This course will allow the student to learn the fundamentals of the communications planning process. It will provide practical exposure to the integration of the elements of the marketing mix into a coordinated marketing communications plan. During this course the student will develop a case study utilising creative, media and promotional strategies. This course is for those who have a basic understanding of promotional marketing and want to learn to apply it to a practical situation. The course is directed at those involved in advertising on both the agency and client sides. It will also be of interest to those who are seeking to experience the practical applications of the theories of advertising and sales promotion.

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## **EVALUATION**

Attendance/Participation	<u>10</u>	<u>%</u>
Assignments	<u>30</u>	<u>%</u>
Mid Term	<u>30</u>	<u>%</u>
Group Presentation	<u>30</u>	<u>%</u>

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## **REQUIRED TEXT(S)**

The students will need the text used in MKTG 202: Advertising Principles and Practices by Wells Burnett and Moriarty.

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## **REFERENCE TEXT(S) AND MATERIALS**

Creative Strategy in Advertising - by A Jerome Jewler / Wadsworth Publishing  
The Design of Advertising - by Roy Paul Nelson

Periodicals  
Canadian Advertising Rates and Data  
Marketing Magazine  
Playback Strategy  
Media West

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## **COURSE SUMMARY**

Students will learn to apply the elements of the marketing mix to a real case. They will prepare a situation analysis, and identify the relevant objectives and strategies for their case including creative plan, media plan and sales promotion plan.

They will also develop specific creative solutions for the case and be prepared to present the last week of the course.

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**COURSE OUTLINE - MKTG 3322**  
(continued)

WEEK	Material to be Covered
1	Introduction to Advertising Strategies. The outline of a Marketing Communications Plan. Clarify student expectations.
2	The Situation Analysis. Defining problems and opportunities. The strategic planning process.
3	Research and its place in communication planning.
4	Marketing objectives and strategies and the role of the advertising plan.
5	The media planning process. The difference between media objectives and execution.
6	Mid Term Exam
7	The creative process. Understanding the creative strategy and its role in communications planning.
8	Creating advertising.
9	The sales promotion plan. Understanding the role of promotion in the communications mix.
10	Other elements in the marketing mix. Direct marketing, public relations and event marketing.
11	Presentation skills. The completed plan.
12	Group Presentations.