



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications & Direct Response
Marketing**MKTG 3417**
Design Production**Start Date:** September 3, 2002**End Date:** December 13, 2002**Total Hours:** 60 **Total Weeks:** 15**Term/Level:** **Course Credits:** 3**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites**

Course No.	Course Name
	Successful Completion of First Year Marketing

MKTG 3417 is a Prerequisite for:

Course No.	Course Name
	All Term 4 Courses

■ Course Description (required)

A practical course that examines creative strategy, design principles and marketing techniques for print, broadcast and internet advertising. Students are introduced to the fundamentals of typography, colour, layout, artwork, copywriting and production for newspaper, magazine, television, radio and POP advertising. Students develop marketing materials with QuarkXPress 4.0.

■ Detailed Course Description (optional)**■ Evaluation**

Participation and Attendance	10%	Comments: Failure to achieve 50% or more on the midterm or optional final exam will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.
Midterm Exam	25%	
Term Project	25%	
Copywriting Assignment	10%	
Project 1	20%	
Project 2	10%	
TOTAL	100%	

■ Course Learning Outcomes/Competencies

Upon successful completion:

- Students will demonstrate an ability to analyze and critique the creative strategies employed by advertisers in a wide variety of communication materials - print advertising, product packaging, P.O.P. materials, and broadcast advertising.
- Students will develop and implement creative strategies and produce advertising materials that effectively employ and communicate these.

- Students will be exposed to and demonstrate an understanding of the fundamentals of creative production, which include copywriting, layout and design, QuarkXpress, computer graphics, art design techniques and printing requirements.

■ **Verification**

I verify that the content of this course outline is current.



Authoring Instructor

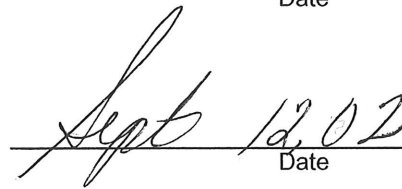
August 27, 2002

Date

I verify that this course outline has been reviewed.

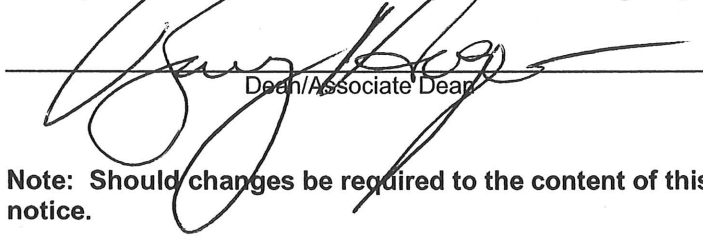


Program Head/Chief Instructor



Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

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Website: www.business.bcit.ca/michaelj Office Hrs.: Tuesdays 2:30pm - 4:30pm
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■ Learning Resources

Required:

Graphic Design Solutions
By Robin Landa
ISBN: 0-7668-1360-6
August 2000
Available at the Bookstore

1 - PC Formatted Zip Disk - 100 megabytes (Available at bookstore)

Ruler, Pencils, Sketch Paper (Available at bookstore)

Recommended:

Lecture materials are drawn from:

Contemporary Advertising, 7th Edition, William F. Arens, ISBN: 0-256-26253-5, 1999, 736 pages, McGraw-Hill Publishers (available through BCIT library and bookstore)

The Design of Advertising, 7th edition, Roy Paul Nelson, Brown and Benchmark Publishers, 1994.

QuarkXPress 4.0, Visual Quickstart Guide, Elaine Weinmann, Peachpit Press, 1998

A Graphic Arts Production Handbook, Pocket Pal, International Paper Co., 1997, ISBN: 9997708458 (available at Behnsen's Graphic Supplies - \$20) 1-800-654-3889

Visual Workout Creativity Workbook, Robin Landa, ISBN: 0-7668-1364-9, 2001, Thomson Learning.

Contemporary Advertising, 7th Edition, William F. Arens, ISBN: 0-256-26253-5, 1999, 736 pages, McGraw-Hill Publishers (available through BCIT library and bookstore)

Advertising, 2nd edition, Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, South-Western College Publishing, 2000, ISBN: 0-324-00661-6.

Kleppner's Advertising Procedure, 14th Edition, J. Thomas Russell, W. Ronald Lane, Prentice Hall, 1999, ISBN: 0-13-908-575-0.

Advertising Age, Crown Publishers - available through BCIT library

Marketing Magazine, McLean Hunter - available through BCIT library

■ Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

All assignments must be completed by the student in order to pass the course.

Students must receive a minimum 50% grade on the midterm or optional final exam to be allowed to pass the course. If the midterm exam grade is less than 50%, then the student has the option of writing a final exam. The student must receive a minimum of 50% on the optional final exam – the grade received on the optional final exam will then replace the failing midterm mark exam. All labs are mandatory (unless cancelled) and must be attended by the student.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

Assignment #1: Copywriting exercises. Condense and rewrite copy and headline for a magazine advertisement. List, in order of importance and according to a logical and persuasive argument, the points necessary to complete "the sale."

Do the two pages of headline exercises, providing three examples for each case study. Handouts provided.

Project #1: Visit the library for a design book on examples of creative, or search the internet for design examples, to use as a resource for inspiration and approaches.

Develop a creative strategy and identify market for a service or product to be announced by the instructor. Conduct market research using the internet on the company and its direct competition.

Create at least three rough sketches of layout approaches and choose the most effective one. Refer to handouts on how to create a professional sketch. Use a ruler, reference materials and an eraser.

Using QuarkXPress, design a print advertisement, exploring the uses of typography, colour, layout, artwork and copywriting to develop your creative. Get feedback on your work from the instructor and peers. You will be harshly demoted if your copy has spelling or grammatical errors.

Hand in the following: a photocopy of the resources you used from a design book that inspired you, printouts of the internet market research conducted on company and its competition, layout roughs, the written creative strategy, stage-by-stage printed proofs, a digital copy of your ad, and a final colour version of your advertisement.

Submit a professional package, that can be used for your portfolio when applying for a career in marketing communications.

Project #2: Develop a creative strategy for the service, product or company chosen for your Term Project. Identify the two most crucial advertising materials that require improvement, and form part of your Executive Recommendations. These could include:

- **advertising material**, such as a print advertisement, packaging, POP material, media kit or outdoor advertising using QuarkXPress to develop your creative
- **direct-mail material**, such as a direct mail brochure, flyer, personalized sales letter/envelope/letterhead, small catalogue, or 3 pages of a website using QuarkXPress to develop your creative
- **broadcast advertising concept** such as a commercial storyboard or a radio commercial script.

Work with your Term Project group on the assignment. In a separate paragraph, explain the rationale behind your choice of marketing materials – how do they function together within your campaign, and why are these the most crucial pieces of creative that need redesign? Call suppliers (i.e. printers, advertising media, etc.) and request exact specifications (ad sizes, broadcast time, format, etc.) for developing your marketing materials. Request one cost estimate. Submit this information with your project.

Use these materials as creative recommendations in your Term Project presentations. They will be marked separately as Project 2 of MKTG 3417, though if well done, they will provide reinforcement of your Term Project recommendations.

You will be marked on your ability to effectively implement your creative strategy through your use of creative elements: headlines, slogans and copywriting, artwork selection, layout approach, consistency of theme, strength and effectiveness of concept and structural approach to advertising material. Please hand in your creative strategy, rationale, cost estimate of one piece, digital files on disk, and colour prints of your work.

Submit a professional package, that can be used for your portfolio, when applying for a career in marketing communications.

Term Project: TBA.

Schedule

Week	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Week 1 Sept. 3	Lecture: Introduction Lab: Introduction			
Week 2 Sept. 10	Lecture: Introduction, the Creative Process and Creative Strategy Lab: Brainstorming, Introduction to QuarkXPress - logging in, interface, tools	Chapters 1 and 3 Handouts	In-class exercises	memorize QuarkXPress tools for Sept. 17
Week 3 Sept. 17	Lecture: Elements of an Advertisement & Copywriting Lab: More Copywriting Exercises, Creative Strategy Exercise, Introduction to Project 1, QuarkXPress Exercises Quiz on QuarkXPress tools	Handout Handout	Copywriting Assignment In-class exercises Do a creative strategy for Project 1	Copywriting Assignment due Sept. 24, end of lecture Creative Strategy due Oct. 1 Project 1 due Oct. 29
Week 4 Sept. 24	Lecture: Fundamentals of Graphic Design, Layout (Video) Hand in Copywriting Assignment Lab: Putting together an Advertisement, Finding artwork on the internet	Chapter 2 Handouts	In-class exercises	
Week 5 Oct. 1	Lecture: Designing with Type and Colour Hand-in Creative Strategy Assignment Lab: Colour Wheel Exercise, Work on Project 1	Chapters 4 & 5 Handout	Creative Strategy	
Week 6 Oct. 8	Lecture: Midterm Review Lab: Production Issues, Work on Project 1	Chapter 11		
Week 7 Oct. 15	Lecture: Midterm Exam Lab: Cancelled (although I will be at the lab in case you want to work on Project 1)			
Week 8 Oct. 22	Lecture: Review of Midterm, Posters, Outdoor Advertising Lab: Work on Project 1	Chapter 7 Handouts		
Week 9	Lecture: Logos, Symbols,	Chapters 6 &		Project 1 due at

Week	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Oct. 29	Pictograms, and Stationery Systems and Long-Term Advertising Lab: Complete Project 1, Introduction to Project 2	10	Project 2	end of lecture Project 2 due Dec. 3
Week 10 Nov. 5	Lecture: Direct-Marketing Advertising Lab: Designing a direct-mail letter and envelope	Handouts	In-class exercise	
Week 11 Nov. 12	Lecture: POP - Book Jackets, CD Covers, Packaging and Shopping Bags Lab: Using templates, Work on Project 2	Chapters 8, 9		
Week 12 Nov. 19	Lecture: Broadcast Advertising, Television and Radio (Video)	Handouts		
Week 13 Nov. 26	Oral Presentations for Term Project - Lecture cancelled Lab: Cancelled			Project 2 due at end of lab
Week 14 December 3	Lecture & Lab: Tours Scheduled			
Dec 10-14 TBA	FINAL EXAM WEEK Optional Final Exam			

NOTES:

The final exam is optional for those who wish to increase their midterm mark. If you score better on your final exam than on your midterm exam, your midterm exam grade will be replaced with your final exam grade.

Expect to spend up to 4 hours per week on this course. You have access to SE6-230 when the room is not being used. Please show security the admission letter, and your student One Card to have access to the room after hours.

All course Power Point notes are available on the web, along with resource materials at <http://www.business.bcit.ca/michaelj>

All students must attend a site visit on December 3.