

Advertising/Web Advertising**School of Business - Marketing and Management Studies**

Course Number: MKT 2237	Contribution to Program: Core	Educators: Laurie Logan Laurie.Logan@algonquincollege.com Susana Zedic Susana.Zedic@algonquincollege.com
Applicable Program: Small and Medium Enterprise Management Program	AAL: 2	Approval Date: January 2007 Approved By: <i>Wayne McIntyre</i> Title: Chair
Course Hours: 64 64	Prerequisites: MKT 2201 Corequisites: None	Approved for Academic Year: 2006 – 2007
The Coordinator for SME Management is: Phil Jones Phil.Jones@algonquincollege.com Room # B444c Phone # 613.727.4723 ext. 5433 School of Business Web Site: http://www.algonquincollege.com/business/		

COURSE DESCRIPTION

This course will provide students with an in-depth look at the Communications Industry from a small to medium sized business perspective. Students will study how promotion fits within the framework of the overall business plan, and more specifically how to ensure the promotional mix elements are integrated. Through a practical approach the students will learn to develop competitive advertising strategies and promotional plans using both traditional and new/interactive media. The application and buying procedures associated with print, broadcast, outdoor media and the Internet will be examined in detail.

The Communications Industry is undergoing dramatic changes and this course will provide insight into current trends and developments. Students will study the growing role of Internet communications in the small to medium sized business environment including: web advertising, on-line promotional tactics, targeting on the Internet and new media buying practices.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p>This is a vocational course that supports the following vocational program standards:</p>	<p>This course contributes to your program by helping you to achieve the following Essential Employability Skills (EES Outcomes):</p>
<p>The graduate has reliably demonstrated the ability to:</p> <ol style="list-style-type: none"> 1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats. 3. Develop customer-service strategies to meet the needs of internal and external customers. 5. Apply knowledge of the marketing function to the operation of an organization. 9. Take into account the interrelationship among the functional areas of a business. 10. Work effectively with co-workers, supervisors, and others. 11. Apply research skills to gather and interpret available information. 12. Apply creative problem-solving skills to address business problems and opportunities. 14. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment. 15. Recognize the economic, social, political, and cultural variables which impact on a business. 	<ol style="list-style-type: none"> 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. 3. Execute mathematical operations accurately. 4. Apply a systematic approach to solve problems. 5. Use a variety of thinking skills to anticipate and solve problems. 6. Locate, select, organize, and document information using appropriate technology and information systems. 7. Analyze, evaluate and apply relevant information from a variety of sources. 8. Show respect for the diverse opinions, values, belief systems, and contributions of others. 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. 10. Manage the use of time and other resources to complete projects. 11. Take responsibility for one's own actions, decisions, and consequences.

**RELATIONSHIP TO PROGRAM LEARNING OUTCOMES
COURSE CURRICULUM**

1. Course Learning Requirements/Embedded Knowledge and Skills

Course Learning Requirements	Knowledge and Skills
When you have earned credit for this course you will have demonstrated an ability to:	
<p>Explain the concept of the Marketing Mix</p> <p>Understand consumer behaviour.</p>	<ul style="list-style-type: none"> -Understand the roles of the Marketing Mix variables (product, price and promotion) -Outline the stages of the marketing planning process -Distinguish between objectives, strategies, and tactics -Develop market segmentation strategies -Explain the concept of positioning -Describe the consumer purchase decision process
<p>Be able to distinguish the major components of the promotional mix and discuss the role and objectives of each.</p>	<ul style="list-style-type: none"> -Define advertising and direct marketing -Define sales promotion and public relations/publicity -Understand the advantages and disadvantages of the key promotional elements -Understand the tools associated with each
<p>Create an integrated promotional plan which is appropriate for a given business situation.</p>	<ul style="list-style-type: none"> -Develop a competitive creative strategy which includes: target market, unique selling proposition and appeal techniques - Analyse competitive product/services with a view for exploiting competitive differences -Transfer creative strategy into visual and auditory advertising formats
<p>Develop a media strategy and execution plan for traditional and New/interactive media.</p>	<ul style="list-style-type: none"> -Research media rates -Define terms such as Reach, Frequency, GRP, CPM etc -Identify media vehicles (print, broadcast, Internet) that are appropriate for different market segments -Understand the buying procedures associated with each media
<p>Understand Web Advertising as a new channel of communication.</p>	<ul style="list-style-type: none"> -Define Internet advertising terminology -Understand the need to be on the Web -Evaluate the Internet versus traditional promotional methods -Understand how e-commerce is driving a new promotional approach
<p>Develop competitive target market and advertising strategies for the Internet.</p>	<ul style="list-style-type: none"> -Appropriate application of Internet advertising methods -Understand the considerations in Internet-based ad design -Create on-line promotional tactics which deliver a given creative situation

2. Learning Resources

REQUIRED TEXT:

Canadian Advertising in Action, Seventh Edition, by Keith J. Tuckwell, Prentice Hall

REFERENCE:

INTERNET

3. Teaching/Learning Methods

During this course you are likely to experience:

- lectures
- individual assignments
- video tapes
- guest speakers
- in-class workshops/cases
- group discussions
- individual reading and research
- connectivity through the Internet

4. Learning Activities and Assessment

Samples of learning activities include:

- evaluate different types of advertising and promotion
- develop a creative strategy which creates a competitive advantage
- Internet exercises
- in-class application based assignments
- discussions and class participation

5. Evaluation/Earning Credit

<u>Examination</u>	<u>Value</u>
Participation:	15%*
2 Quizzes (5% each quiz)	10%
Mini Case Study	5%
Midterm Exam:	20%
Group Advertising Project Part 1:	15%**
Group Advertising Project Part 2:	20%**
Final Presentations:	15%

* The participation component will be evaluated based on in-class workshops, class activities and discussions, and attendance.

** Critical components – must be completed for course credit.

Notes:

Evaluation of Faculty:

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities."

Prior Learning Assessment

Evidence of learning achievement for PLA candidates will include:

- Portfolio approach
- Interview

RELATED INFORMATION

Consultation:

If a student is having difficulty with any part of this course, it is the student's responsibility to seek help. Please do not hesitate to do so.

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Office: B439x

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Harassment/Discrimination/Violence:

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

Students With Disabilities:

If you are a student with a disability please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Student Academic Responsibilities:

- attending classes regularly
- maintaining a written record of all class work
- knowing due dates for assignments and meeting these dates
- handing in assignments that are the student's own work (The College policy on plagiarism is stated in Algonquin College Directive "A")

MKT 2237 – Tentative Schedule

<u>Week</u>	<u>Topics</u>	<u>Readings</u>	<u>Deliverables</u>
1	Introduction/Course Overview Communications Environment	Chapter 1	
2	Project Details & Chapter 1 cont'd The Advertising Industry	Chapter 1 Chapter 2	
3	Consumer Behaviour Planning Processes	Chapter 3 Chapter 4	<i>Group Contract & Business Selection Due (Week 3, class 2)</i>
4	Creative Planning Design, Layout and Production	Chapter 5 Chapter 6	Quiz 1 (5%)
5	Design, Layout and Production Cont'd Advertising Print	Chapter 8	<i>In-class workshops</i> Group Check-In #1 <i>(2nd class- Present 1 min.)</i>
6	Broadcast Media (Radio and Television)	Chapter 9	Group Project Instalment #1 due (15%) <i>(Due Week 6, 2nd class)</i>
7	Review first class Midterm Exam second class		Midterm Exam (20%)
8	Out-of-Home Media Direct Response & Sales Promotions	Chapter 10 Chapter's 11 & 13	
9	Study Break		
10	Internet Communications Public Relations & Event Marketing/Sponsorship	Chapter 12 Chapter 14	Mini Case (5%)
11	Media Planning Essentials Media Buying & Timelines	Chapter 7	Quiz 2 (5%) Group Check-In # 2
12	Internet Advertising/Guerrilla/ Stealth & Viral Advertising/ Culture Jamming & Ad Busters/Subliminal Advertising		Mini Group Presentations Participation (5%)
13	Group Presentations (15%)		Group Project Instalment #2 due (20%) <i>(Week 13, class 1)</i>
14	Group Presentations (15%)		
15	Group Presentations (15%) Wrap Up		
16	Week of Final Exams		