



COURSE OUTLINE

SCHOOL OF BUSINESS

COURSE NAME: ADVERTISING & DIRECT MARKETING
COURSE CODE: SPMK 4010
CREDIT HOURS: 42
PREREQUISITES: MARK 1027
COREQUISITES: None
PLAR ELIGIBLE: YES (X) NO ()
EFFECTIVE DATE: September 2009
PROFESSOR: _____ **OFFICE #:** _____
PHONE: 416-415-5000 **EMAIL:** _____

NOTE TO STUDENTS: Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
ORIGINATOR: _____	SIGNATURE	DATE
CHAIR: _____	SIGNATURE	August 2009 _____ DATE
DATE OF REVISION: _____		

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

The objective of this course is to help students develop skills in how to use advertising and other marketing communication tools in a coordinated manner to build and maintain brand awareness, identity, and preference. The emphasis in this course will be on the role of advertising, public relations, and interactive direct media within the integrated marketing communications (IMC) program of an organization. The development of an IMC program requires an understanding of how companies organize for advertising with emphasis on creative and media strategies, how companies use public relations as a marketing tool and the emerging role of data driven marketing strategies.

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		x	x	7. locate, select, organize and document information using appropriate technology and information sources		x	x
2. respond to written, spoken or visual messages in a manner that ensures effective communication	x	x	x	8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately	x	x	x	9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems		x	x	10. manage the use of time and other resources to complete projects		x	x
5. use a variety of thinking skills to anticipate and solve problems	x	x	x	11. take responsibility for one's own actions, decisions and consequences		x	x
6. analyze, evaluate, and apply relevant information from a variety of sources		x					

COURSE OUTCOMES:

1. **Analyze the role of advertising in a changing business environment.**
Asses the role of advertising and its relationship to marketing and the communications mix
Identify current issues and trends in the Canadian advertising industry

2. **Apply the advertising creative development process.**
 Segment different consumer markets for advertising purposes
 Develop/Apply logical communications objectives, strategies and techniques
 Write a creative brief
 Generate concept and positioning statements

3. **Examine the media planning process.**
 Asses the roles and responsibilities of both client and agency in the media planning process
 Differentiate among media objectives, strategies and executions
 Identify factors affecting the size of a media budget
 Calculate GRPs plans

4. **Develop, compare and contrast the various types of advertising media**
 Discuss the factors in selecting traditional ad media- television, radio, print, out of home and direct marketing
 Explain the role and techniques of database marketing in building long term customer relations
 Explore the pros/cons and uses of several advertising methods

5. **Write and present a complete advertising campaign.**
 Analyze the consumer market for a given product
 Develop and apply communications objectives, strategies and techniques to different mass advertising methods for that market
 Develop a media plan, blocking chart and corresponding budget based on different media.
 Write, present and defend your plan

6. **Describe the role of PR in Marketing**
 Explain methods for gaining media coverage for an event or product
 Describe the principles of handling a media crisis

DELIVERY METHODS:

The course is delivered by in-class lectures and discussions, special guest lectures, case studies, video case studies, discussion and analysis of industry magazines and student presentations.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

“CANADIAN ADVERTISING IN ACTION”, 8th Edition, Keith J. Tuckwell, Prentice-Hall
 In class handouts and articles

Recommended Reading

- Marketing Magazine
- Strategy Magazine
- The Globe and Mail

TESTING POLICY:

1. Exemption or deferral of a term exam and/or final examination is not permitted except for a medical or documented personal emergency. **The professor must be notified by e-**

mail prior to the exam. Appropriate documentation, as determined by the professor, must be submitted.

2. Test dates are announced in class and on the course outline. Students are responsible for keeping track of these dates.
3. **If a student misses a test/final exam** they must: (a) contact the professor in advance of the test date if possible and (b) provide appropriate support documentation to the professor **within three (3) working days**, otherwise a score of “0” will be assigned for that test. (**Acceptable documentation** would be in the form of a doctor’s note, a court summons or funeral documentation).
4. In the event that a midterm exam is missed, and appropriate documentation is provided, a make-up test may be scheduled or the missed percentage of the course mark for the midterm exam may be added to the weighting of the final exam – these options are at the discretion of the professor.
5. **If a student misses the final exam they must meet the requirements outlined in item 3 above** and arrange to complete the final exam within 60 days of the end of the term, otherwise, they will receive a fail grade for the course.
6. **There are no re-tests, or supplemental assignments for missing a test.** The professor may adjust a student’s final grade if a make-up for a missed test is not possible (supporting documentation required – see item 3 above).

IN-CLASS/OUT-OF-CLASS REQUIRMENTS AND ASSIGNMENT POLICY:

In-class participation and in-class assignments (assignments may be given impromptu) may be used to determine a students final standing, therefore attendance and active in-class participation is essential to a student’s success. Any in-class assignments must be completed in class, they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment. Please note that for take-home assigned work, late assignments will not be accepted and a grade of “0” will be assigned. Assignments are due at the beginning of class

GROUP WORK:

This course has a group work components. In some cases your groups may be assigned and in others you may select your own groups. The professor will decide. It is the individual **student’s responsibility** to ensure they are an active, contributing member of the group. If a student is not performing up to expectation the other members reserve the right to dismiss that individual after consultation with the professor. This will result in a mark of zero on the related assignment for that group member.

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Test 1- Mid Term Test		1-6		n/a	20%
Test 2 - Final Test		1-6		13	30%
In Class/Take Home Assignments		1-6		n/a	10%
Group Advertising Project		1-6		n/a	25%
Group Project Presentation		1-6		14-15	15%
				TOTAL:	100%

GRADING SYSTEM

The passing grade for this course is: **D**

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.

To view George Brown College policies please go to www.gbrownc.on.ca/policies

TOPICAL OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	Course Introduction	1	Advertising/ Marketing Communications Today The Advertising Industry	1,2
2	Advertising Strategy Development	1,2	Segmentation/Targeting/ Positioning, The Communication Plan	3,4
3	Creative Planning	2	Consumer Insights, Concept Writing, The Creative Brief	5
4	Media Planning	2,3	Media Objectives/Strategies/Plans Media Budgeting and Buying	7
5	Group Project Planning Time			
6	Midterm Exam Part One Group Project Due	1,2,3,4		
7	Print/Out of Home Media	1,2,3,4	Development of, Strategies, Plans and Pros/Cons/Trends of Print/Out of Home Media	6,9
8	<i>INTERSESSION WEEK</i>			
9	Television and New Media	2,4,5	Development of, Strategies, Plans and Pros/Cons/Trends of Television and New Media	Lecture Notes and Handouts
10	Radio and Direct Response Media	2,4,5	Types, Development of, Strategies, Plans and Pros/Cons/Trends of Direct Response and Radio Media	11
11	Public Relations	2,4,5,6	Role of PR, Types of PR, Steps in the PR Planning Process	14
12	Effective Presentation Skills	2,4,5,6	Prep for Group Presentations	Lecture Notes and Handouts
13	Final Exam	All		
14	Final Presentations	All		
15	Final Presentations	All		
<p>Please note: this schedule may change as resources and circumstances require.</p> <p>For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</p>				