

MARK 325: Advertising and Promotion

Credits: 3

Contact Hours: 42 hours of classroom lectures / coursework

Faculty: Management

Department: Marketing

With respectful acknowledgement that Vancouver Island University students, staff, faculty and administration live, work, and play on the traditional territories of Snuneymuxw First Nation, Tla'amin / Sliammon First Nation, and Cowichan Tribes.

COURSE INFORMATION

Course Description

A hands-on approach to the use of advertising and promotion to communicate with present and prospective customers. Topics include the elements of an integrated advertising and promotion campaign, promotional objectives, creative strategy, and campaign planning. (3:0:0)

Course Summary

The goal of Marketing is to get the Consumer to “open her/his wallet, mind, or heart”. Marketing efforts which do not include Communications/Advertising strategies are tantamount to “winking in the dark”. Advertising which is not convincing regarding the specific concerns of a particular Target Market are doomed. Lastly, advertising executions which would inspire the Target Market to eventually open its wallet, but do not convince the Green Light Gatekeepers (your boss, the client) to say “Yes” do not see the light of day.

This course, Mark 325, is an illuminating blend of an overview of Advertising Structure (theory) and Media Mechanics (application). This blend, coupled with explicit self-evaluation, provides a conceptual template which is intended to not only lead to advertising effectiveness, but also to avoid workplace/career disgrace.

Course Timing and Delivery

This 3-credit course is 42 hours in duration; 12 sessions of 3.5 hours each delivered over 3 weeks.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

- Analyze a Creative Brief for guidance Executing and Budgeting a campaign
- Analyze the Technical Soundness of Advertisements in a variety of media
- Specify the differentiated message requirements for Consumer, B2B, and Not-for-Profit advertising
- Develop Powerful Creative Messages to deliver “Brand Promise”
- Craft a thorough Communications Kit for Self-Branding
- Identify Techniques employed to accommodate “Truth in Advertising” Legislation
- Employ Pitch Skills to Convince “Green Lighters” to go with/select the preferred advertisement/campaign

Teaching and Learning Approaches

The following pedagogical approaches will be:

A) Employed

- Group Work
- Role Playing
- Formative Peer Evaluation
- Pre-Reading Reference Files
- Formative Progressive Assignments

B) Considered as Adjunct Approaches

- Guest Lecturer(s)
- Site Visit(s)
- Formative Pitches

Student Alert

This course is compressed into a very short, intensive timeframe. Students need to work in step with the course outline and topics. There is but little flexibility for second chances at the material. Clarification should be sought at the earliest moment. There are many avenues for student support, but none are designed to be the Ox to the student Plough. The student is expected to supply the primary learning effort.

EVALUATION COMPONENTS

Evaluation

Each Student will select the individually constructed Formal Summative Evaluation Scheme of his/her choosing. The choices:

Category A (each worth 30% of the final grade):

- Cover Letter and Resumé
- Sales Force Promotion
- Reverse-engineering T.V. Advertisement

Category B (each worth 20 %):

- Direct Mail
- Radio
- Shadow Portfolio

Category C (each worth 10%):

- Catalogue
- Media Release
- Improved Piece

Each students' personalized evaluation scheme MUST include one submission from Category A and one from Category B.

VIU Grade Scale: University, Career/Technical, Adult Basic Education Programs

Grade	Percentage (%)	Grade Value	Point Description
A+	90-100	4.33	Excellent
A	85-89	4.00	
A-	80-84	3.67	
B+	76-79	3.33	Good
B	72-75	3.00	
B-	68-71	2.67	
C+	64-67	2.33	Satisfactory
C	60-63	2.00	
C-	55-59	1.67	
D	50-54	1.00	Poor
F	0-49	0.00	Failing Work Unsatisfactory performance or failure to meet course requirements
CR	N/A	0.00	Course Passed Requirements completed, but not calculated in GPA

COURSE SCHEDULE AND PLAN

Session:

1. Logos, Creative Brief, Stopping Power/Big Idea A
2. Big Idea Practice, Big Idea Evaluation, Locking Power
Assignment: 90 Sec video of Self as Candidate in your preferred industry
(Bring 2 Full page, 4 colour magazine Ads for next class)
3. Magazine Mechanics
Assignment: (A) Dog Food Ad – No Dog (B) Baby Monitor – No Baby – Next Class
4. Magazine Ad Evaluation Modelled
Exchange Magazine Ads – Evaluate ← Return
Critique the Evaluation
Shadow Portfolio Assigned – Best Effort
5. Radio Mechanics
Exercise: Geek Squad
Exchange – Evaluate _ BIG + Mechanics
New Radio Ad _____ Best Effort In Class
6. Direct Mail (Words and Look)
Cover Letter
Assign Cover Letter – Best Effort

7. Brochure
Exercise
Evaluate
Resume
8. Catalogue Mechanics
Exercise
Evaluate
References & Catalogue for Resumé – Future Reference
9. Video (TV) Mechanics
Technical Events
Assignment: QUIZ – Reverse Engineer Storyboard for TV AD
Budgeting
10. Sales Promotions
Consumers
Own Sales Staff
Digital
11. Advertising Social Media – Guest Speaker
12. Media Selection Pitch Skills Getting Work

Disclaimer: The course content, order, and/or method of delivery may be modified at any time depending on availability of resources or external circumstances.

POLICIES AND PROCEDURES

Academic Integrity is a central element in learning and forms the foundation of intellectual pursuits in an academic community. All members of the University Community share responsibility for adhering to the academic and ethical principles of the University. This involves honesty in the representation of one's knowledge and learning, and open and accurate acknowledgement in one's academic work of any indebtedness to the work of others. A breach of these standards will be treated seriously and not be tolerated. Students are expected to learn and embrace academic integrity as an essential part of their education.

Academic integrity includes:

- independently producing work submitted under one's own name; properly and appropriately referencing all work;

- identifying all collaborators in work;
- completing examinations without giving or receiving assistance, excepting those students requiring assistance due to a documented disability;
- respecting the integrity of examination materials and/or the examination process; and
- respecting the integrity of computer security systems, software copyrights and file privacy of others.

Academic Misconduct involves any violations of academic integrity which includes dishonesty in assignments, examinations and any other academic performances or endeavors. Academic misconduct includes:

- **Cheating:** Cheating is an act of deception by which students misrepresent that they or others have mastered information for an academic exercise
- **Fabrication:** Fabrication is the intentional use of false information or the falsification of research or other findings with the intent to deceive.
- **Plagiarism:** Plagiarism is the intentional unacknowledged use of someone else's words, ideas or data. When a student submits work for credit that includes other's words, ideas or data the source must be acknowledged and referenced appropriately, using the convention of the discipline of study.
- **Facilitation of Misconduct:** Facilitation of misconduct is helping or attempting to help someone else commit academic misconduct as identified above.
- **Non-attendance:** Non-attendance, where attendance is deemed to be mandatory, is not acceptable. Absences due to personal illness, family illness, death of an immediate family member, religious ceremonies, or sports events in which the student represents Vancouver Island University are allowed and must be approved by the appropriate instructor or coordinator. Non-attendance must be for valid reasons and not falsified. Some departments have specific attendance requirements, and details of this may be obtained from the instructor, department chair, or program coordinator.

The full **Academic Integrity Policy and Procedure** can be found at: <https://employees.viu.ca/faculty-help/student-academic-code-conduct>

LEARNER SUPPORTS

- Advising Centre (<https://services.viu.ca/advising>)
- Counselling Services (<https://services.viu.ca/counselling>)
- Disability Access Services: Students with a disability who require academic accommodation are encouraged to contact Disability Access Services in Building 200 as soon as possible. (<https://services.viu.ca/disability-access-services>)
- Elders at VIU (<https://aboriginal.viu.ca/elders-viu>)
- Library (<https://library.viu.ca/>)
- Writing Centre (<https://services.viu.ca/writing-centre>)