

COURSE MAM2090: PROMOTION: PRINT ADVERTISING**Level:** Intermediate**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students are introduced to communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.**Parameters:** Computer workstation with graphics software is recommended for print advertising.**Supporting Course:** MAM1010 Management & Marketing Basics**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> describe principles involved in the advertising process and apply these principles to print media 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a concept test consisting of questions regarding the principle concepts and terminology in the advertising process including: <ul style="list-style-type: none"> definition of advertising and publicity controversial issues, laws, regulations and ethics in advertising identification and selection of target markets objectives of advertising examples of geographical advertising (local, regional, national, international) media: advantages and disadvantages of each medium and cost considerations (print and broadcast media). <p><i>Assessment Tool</i> <i>Sample Test Items—Marketing Today: A Retail Focus, 2nd ed., Teacher’s Resource, Chapter 12 test</i></p> <p><i>Standard</i> <i>Rating of 60% or higher on concept test</i></p>	20

COURSE MAM2090: PROMOTION: PRINT ADVERTISING (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • evaluate print advertisements • design and create an effective print advertisement • identify personal interests and opportunities as they relate to careers in advertising • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • an evaluation of advertisements consisting of a collection of three advertisements from print media, which includes: <ul style="list-style-type: none"> – target market, objective – effective use of each component – how the AIDA concept was used (Attention, Interest, Desire, Action). <p><i>Assessment Tool</i> <i>Assessment Task: Evaluation of Print Advertisements (MAM2090–1)</i></p> <p><i>Standard</i> <i>Three advertisements evaluated for each media, all sections completed</i></p> <ul style="list-style-type: none"> • a project consisting of: <ul style="list-style-type: none"> – preplanning of advertisement through use of rough draft, radio script or storyboard – final draft – presentation of the advertisements – self-assessment of created advertisement. <p><i>Assessment Tool</i> <i>Assessment Guide: Print Advertisements (MAM2090–1)</i></p> <p><i>Standard</i> <i>Rating of 2 in each applicable task</i></p> <ul style="list-style-type: none"> • a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i></p> <p><i>Standard</i> <i>Three career profiles, all sections completed</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>20</p> <p>50</p> <p>10</p> <p>Integrated throughout</p>

COURSE MAM2090: PROMOTION: PRINT ADVERTISING (continued)

Concept	Specific Outcomes	Notes
<p>The Advertising Process</p> <ul style="list-style-type: none"> • Target Market • Objectives • Geographic Market • Media 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain what advertising is and what purpose it serves • differentiate between publicity and advertising • describe the various criticisms, controversies, laws and ethics regarding advertising • provide examples that illustrate a variety of target markets for the following types of advertisements: <ul style="list-style-type: none"> – consumer products – consumer services – business product – business service – advocacy (institutional) advertising • describe a variety of objectives marketers use when developing advertising campaigns • provide specific examples of geographical promotional strategies: <ul style="list-style-type: none"> – local – regional – national – international • identify and provide examples of various print and broadcast media • describe the advantages and disadvantages of each medium • compare costs in relationship to return on investment (audience versus cost of creating/producing and placing advertisement). 	<p>Collect a range of advertisements and publicity notices and establish a portfolio or scrapbook.</p> <p>Gender stereotyping, misleading advertising, and regulations.</p> <p>Who will buy it, when, where? Are features of product or service transformed into customer benefits?</p> <p>For example, attract new customers, inform customers of a new product.</p> <p>For example, small local businesses advertising locally versus large corporations advertising nationally.</p>
<p>Creating a Print Advertisement</p>	<ul style="list-style-type: none"> • explain the steps in planning a print advertisement: <ul style="list-style-type: none"> – type of print media – state the objective – define the target audience – select the buying motive (use of USP) 	<p>For example, newspaper, magazine, flyer, direct mail.</p> <p>Unique selling points.</p>

COURSE MAM2090: PROMOTION: PRINT ADVERTISING (continued)

Concept	Specific Outcomes	Notes
<p>Creating a Print Advertisement (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and analyze each component of a print advertisement: <ul style="list-style-type: none"> – borders – headline(s) – illustration or graphic – copy – logo (signature) • demonstrate the use of effective layout arrangements: <ul style="list-style-type: none"> – use of borders – use of white space – use of different fonts – placement of the various components • present and evaluate own print advertisement. 	<p>Use of AIDA concept: attract attention, create interest, stimulate desire, induce action.</p>
<p>Career Exploration</p>	<ul style="list-style-type: none"> • analyze a variety of career opportunities in print advertising • identify personal interests, talents and experiences as they relate to careers in print advertising. 	<p>Define key terms related to career path/ladders, entry-level positions, mid-management, management positions.</p>

Note

*Effective September 1999,
pages E.13 to E.14 have been deleted
and not replaced.*

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