

COURSE MAM3100: PROMOTION: BROADCAST ADVERTISING**Level:** Advanced**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students are introduced to broadcast communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.**Parameters:** Access to a cassette player with a microphone and camcorder for broadcast 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"> • investigate and report on basic broadcast media types and concepts 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a presentation or report consisting of a minimum of three of the following: <ul style="list-style-type: none"> – types of broadcast media – role of Canadian Radio–television and Telecommunications Commission (CRTC) – brief history of both radio and television – types of ownership of both radio and television – local examples of radio stations and television networks and the types of audiences they attract. <p><i>Assessment Tool</i> <i>Presentations/Reports: Overview of Broadcast Media (MAM3100–1)</i> <i>Standard</i> <i>Rating of 2 for each applicable task</i></p>	20

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Concept	Specific Outcomes	Notes
<p>Overview of Broadcast Media</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the types of broadcast advertising • describe the role of the CRTC • describe the history of both radio and television • explain the types of ownership and programming found in radio and television • identify a variety of radio stations available to the various listeners in the immediate area • describe the types of television stations: <ul style="list-style-type: none"> – network-affiliated – network-owned – independent • describe other means of television advertising such as cablevision, pay-TV, videocassette recordings, satellite, infomercials. 	<p>Radio, television.</p>
<p>Advertising on Radio</p>	<ul style="list-style-type: none"> • analyze radio advertising including: <ul style="list-style-type: none"> – radio time slots – effectiveness of commercial • identify and calculate the cost of radio commercials in various time slots • identify elements involved in preparation of a radio commercial • demonstrate the use of radio production techniques when planning and producing a radio commercial • present and evaluate own radio commercial. 	<p>Use of AIDA concept: attract attention, create interest, stimulate desire, induce action.</p> <p>Analyze radio ads: e.g., script types, live versus taped, length, repetition, voices.</p>

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Concept	Specific Outcomes	Notes
Advertising on Television	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze television commercials including: <ul style="list-style-type: none"> – time slots – effectiveness of the commercial • identify and calculate the costs of television commercials in various time slots • demonstrate the use of television production techniques when planning and producing a television commercial: <ul style="list-style-type: none"> – storyboard preparation – use of equipment • present and evaluate own television commercial. 	<p>Use of AIDA concept: attract attention, create interest, stimulate desire, induce action.</p> <p>Camcorder-types and lengths of shots, lighting, production sequence.</p>