

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
SCHOOL OF COMMUNICATION ARTS
FACULTY OF INFORMATION ARTS & TECHNOLOGY**

SUBJECT OUTLINE

PROGRAM:	Creative Advertising
SUBJECT TITLE:	Advertising Trends
SUBJECT CODE:	CAB 002
PROFESSOR:	Janet Symmons
E-MAIL:	XXXXX
OFFICE LOCATION:	SCA, room 2080 D
OFFICE HOURS:	Wednesdays: 2:20 to 4:10 Thursdays: 12:30 to 2:40 Fridays: 12:30 to 1:15
CREDIT STATUS:	Creative Advertising Diploma Program
PREREQUISITE:	Admission to Creative Advertising Program
PREREQUISITE FOR:	CAB 001 CAB 140
SEMESTER:	Summer 2008

Subject Description

This subject takes a close-up look at the past, present, and future trends in advertising. Students will examine past, present, and future cultural trends and link those trends to past, present and future advertising trends and also practice effective ways to jump on existing trends or develop new trends in copy concepts or execution.

Learning Outcomes

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

1. Demonstrate an understanding of advertising and cultural trends;
2. Analyze and identify past and present advertising and cultural trends;
3. Define and recognize how ads mimic society and culture and how society and culture mimic ads;
4. Demonstrate the ability to spot a cultural and advertising trend;
5. Recognize how to jump on, or when not to jump on, a cultural or advertising trend, and
6. Create an advertising trend of their own.

Required Text

Marketing Magazine.

Recommended Text, Reference Material and Tutorials

Students are expected to read, watch and listen to a variety of media to complete assignments and to understand lesson objectives. Regularly consult the following media:

Communication Arts Magazine

Art Directors Annuals: Toronto, New York, Los Angeles

The One Show Awards Annual

Strategy/Playback

Broadcaster

Advertising Age

National Post (Financial Post section Monday)

Globe and Mail, Report on Business

Media Television CITY-TV Toronto

Assignment Format

All written assignments must have a cover page with the following information: Title of the assignment, your name, date and class code and section. Number all the pages of your assignment and **staple the pages** together. All assignments must be double-spaced, in Times New Roman, 12-point font. This includes all titles and subtitles. DO NOT hit the “enter” or “return” key twice at the end of a paragraph – Once is enough. This is good journalistic and academic practice. (Hint: This outline has the proper spacing and font.)

Finally, if you hand in two copies of the assignment, one copy will be marked and returned to you along with a mark sheet. If you hand in only one copy, your assignment will not be returned to you, but you will receive a completed mark sheet.

Handing in Assignments

All assignments must be handed in at the beginning of the class otherwise you will receive an automatic F! If you are not present when called up for your in-class presentation (and have not notified me in advance with an accepted reason) you will also receive an automatic F!

Late Assignments

Your client would not accept a late project, and neither will your professor. Late assignments will not be accepted.

Modes of Evaluation

Every assignment, test, or piece of work you do will be considered as a vehicle for evaluation. This includes your willingness to participate in the process of the class. Class participation requires your presence in the class. All will be considered for evaluation in assessing the final grade.

Your final grade for promotion will be calculated in the following manner:

Assignment 1	25%
Assignment 2	25%
Assignment 3	40%
Class participation	10%

All assignments emphasize your writing skills. Spelling, grammar, punctuation and writing skills are very important. Thus, you will lose marks for poor grammar and spelling. Do not rely on your computer's spellchecker as it is not always reliable and may miss simple mistakes. Proofread everything twice! You must use **Canadian spelling**. If in doubt, refer to a Canadian Oxford Dictionary published after 1999. You may wish to have a learning partner who will proofread your assignments in return for your proofreading services. **If your work contains copious amounts of spelling and grammar mistakes, you will receive a failing grade on the assignment regardless of the mark breakdown.**

Grading policy

		<u>GPA</u>
A+	90% - 100%	4.0
A	80% - 89%	4.0
B+	75% - 79%	3.5
B	70% - 74%	3.0
C+	65% - 69%	2.5
C	60% - 64%	2.0
D	55% - 59%	1.0
F	0% - 54%	0

Class Participation

Many classes include presentations by students. All students are required to attend every class regardless if they or their team is presenting that day. Learning about trends from other students is an important component to understanding how trends work or don't work.

Attendance is therefore an integral component of the course.

Professionalism

A professional, business-like attitude is essential to succeed in today's highly competitive job market. Professionalism means having a positive attitude in class, demonstrated by excellent attendance, attentiveness in class, punctuality, participation and courtesy. Participation involves being present at the start of the class and participating in all class discussions and projects.

Dropping a Subject

It is the responsibility of the student wishing to drop this subject to notify the professor and the Office of the Registrar on/or before the deadline stated in the Student Handbook. A "Timetable Change Form" must be completed and signed by the MFD coordinator and delivered by the student to the Registrar by the deadline.

Student/Faculty Consultation Outside Classroom Hours

Students are encouraged to consult the professor with subject-related questions outside class time. To arrange a consultation at a mutually agreeable time, students should speak with the professor during regularly scheduled classes or in the professor's office or via e-mail.

Academic Regulations

Students are responsible for being aware of college regulations in the Academic Policy Handbook.

Cheating and / or Plagiarism

Section 8.9 - Seneca College Academic Policy

Cheating and/or plagiarism are offences that will not be tolerated by the College. Such offences occur when a student violates the procedures governing the administration of examinations, tests or other means of evaluating student achievement in a subject or program.

Student Appeals

Section 11 - Seneca College Academic Policy

You have the right to appeal academic decisions of the College. The procedures for informal and formal appeals are outlined in the College Academic Policy.

Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a **complete** file is submitted at the time of the appeal. **A lost assignment is no excuse.**

If a student disagrees with the evaluation of an assignment or with a final grade, **the student must first discuss the matter with the professor** in an attempt to resolve the disagreement. If the matter is not resolved, the student should discuss the problem with the chair of the School of Communication Arts.

For further information on appeals, please consult the Academic Policy Handbook.

As a student at Seneca College, you are expected to read the College Academic Policy and your College Student Handbook. Please note that this information is very important.

Student Rights and Responsibilities

Students should be aware of their rights and responsibilities. They should consult the Student Handbook.

Discrimination and Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from The Centre for Equity and Human Rights. For more information on Student Rights and Responsibilities, please consult the Student Handbook.

Class Outline

Date	Topic
May 9	Review course outline and assignments Why learn about trends and where to look for trends?
May 16	The link between culture and advertising Assignment One presentations
May 23	Reviewing past and present trends Assignment One presentations
May 30	Assignment one presentations In-class help with Assignment Two Discussion on the best of Assignment One
June 6	Assignment Two presentations
June 13	Assignment Two presentations
June 20	Assignment Two presentations Discussion on the best of Assignment Two
June 27	Study week – NO CLASS
July 4	Jumping on a trend In-class help with Assignment Three
July 11	Not jumping on a trend In-class help with Assignment Three
July 18	Future trends In-class help with Assignment Three
July 25	What makes a trend a success? Assignment Three Presentations
August 1	What else can we do to keep on top of trends? Assignment Three presentations
August 8	Assignment Three presentations Wrap up and class discussion on trends