

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

**SUBJECT OUTLINE**

<b>PROGRAM:</b>	<b>Creative Advertising</b>
<b>SUBJECT TITLE:</b>	<b>Advertising Trends</b>
<b>SUBJECT CODE:</b>	<b>CAB 002</b>
<b>PROFESSOR:</b>	<b>Janet Symmons</b>
<b>E-MAIL:</b>	<b>XXXX</b>
<b>OFFICE LOCATION:</b>	<b>SCA, room 2080 D</b>
<b>OFFICE HOURS:</b>	<b>Tuesdays: 10:45 to 11:30 Wednesdays: 11:40 to 12:25</b>
<b>CREDIT STATUS:</b>	<b>Creative Advertising Diploma Program</b>
<b>PREREQUISITE:</b>	<b>Admission to Creative Advertising Program</b>
<b>PREREQUISITE FOR:</b>	<b>CAB 001 CAB 140</b>
<b>SEMESTER:</b>	<b>Winter 2009</b>

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**Subject Description**

This subject takes a close look at the past, present, and future trends in advertising. Students will examine advertising trends and also practice effective ways to jump on existing trends, know when to jump off a trend, find trends in action and 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 trends;
2. Analyze and identify past and present advertising trends;
3. Define and recognize how ads mimic society and culture and how society and culture mimic ads;
4. Demonstrate the ability to spot an advertising trend;
5. Recognize how to jump on, when not to jump on, and when to jump off an advertising trend, and
6. Invent an original advertising trend.

## **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:

Marketing Magazine

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 every Monday)

Globe and Mail, Report on Business

## **Electronic Devices**

To enhance the learning atmosphere for all students, laptops are not permitted and must be turned off during class time unless they are used for presentation purposes.

Cell phone must be turned off. If you use your cell phone, including texting, during class time, you will be asked to leave the class room and not be allowed to return for the duration of class.

MP3 players and other devices must be turned off during class time or you will be asked to leave the class room and not be allowed to return for the duration of class

## **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 professional 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.

## **Presentations**

Each assignment will be presented individually or as a group to the class. Please carefully read each assignment handout sheets for the length and requirements of the

presentation. Presenters may not use cue cards or other written material (printed or electronic) during the presentation. You must know your material. All presentations must have a PowerPoint element. The first slide must include your name, date, course code and section as well as the assignment number. Every slide must follow the 6 X 6 rule, which will be discussed in the first class.

### **Handing in Assignments**

All assignments must be handed in **within the first 10 minutes of the class** otherwise you will receive an automatic zero for the assignment! If you are not present when called up for your in-class presentation you will also receive an automatic zero for the assignment.

Assignments may be submitted by email, but the document must arrive within the first 10 minutes of class starting. Do not submit a document (Word or PowerPoint) that is in Office 2007 format as these formats do not open on any of the professor's computers. (The suffix of such a document is either .docx or .pptx.) It is the responsibility of the student to ensure that the document is attached to the email and that the attachment is the correct format file. Do not submit an assignment that has been written in or cut and pasted into the body of the email. The formatting will be incorrect, and this is extremely unprofessional.

### **Group Assignments**

Every person in the group should have a copy of the assignment / presentation. Your group should present even if a member is missing, otherwise the group will not receive a mark for the assignment. Make sure you have the cell number and email address of everyone in your group. Be selfish – this is your mark so take responsibility for it. All group members will

receive the same mark unless a group member(s) doesn't present – they will receive a zero for the assignment.

### **Late Assignments**

Your client would not accept a late project, and neither will your professor. If an assignment is more than 10 minutes, the assignment will not be accepted for marking. To successfully pass any CAB course, you must submit the assignment within two weeks of the due date. The assignment will not be given a mark, but you will receive a critique of your work. Extensions make up assignments or additional assignments in lieu of a missed assignment or one that received a low grade will not be given.

### **Modes of Evaluation**

Every assignment and 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:

Spot a trend (Group)	15%
Jump on a trend (Group)	15%
Jump off a trend (Individual)	15%
Invent a trend (Group)	25%
Trends in Action (Individual)	15%
Class participation	15%

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. **Spelling and grammar are worth 25% of each and every assignment.**

### **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. If you are late for class (more than

10 minutes) you will not be admitted into class unless there is a break. That means, if someone is speaking, a student is not allowed to enter the class.

### **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.

This is a short, two-hour class. Please take care of any personal needs prior to coming to class (food, beverages, etc.) If you leave the class, you will not be allowed back in even if there is a break.

### **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**

<b>Date</b>	<b>Topic</b>
January 13	Review course outline and assignments Why learn about trends and where to look for trends? Hand out assignment 1, 2, 3 and 5 Group sign ups
January 20	Jumping on a trend Hand out assignments 4
January 27	Not jumping on a trend Assignment 1 presentations
February 3	Review of past and present trends Assignment 5 presentations In-class help with assignment 2
February 10	Assignment 5 presentations What makes a trend a success? Assignment 2 presentations
February 17	Discuss the best of assignments 1 & 2 Assignment 5 presentations
February 24	Jumping off a trend Assignment 5 presentations
March 3	Study week – NO CLASS
March 10	Inventing a trend

	Assignment 3 presentations Assignment 5 presentations
March 17	Case study Assignment 5 presentations In-class help with Assignment 4
March 24	Future trends Assignment 5 presentations In-class help with Assignment 4
March 31	Discuss the best of assignments 3 & 5 Assignment 4 Presentations
April 7	What else can we do to keep on top of trends? Assignment 4 Presentations
April 14	Assignment 4 Presentations Wrap up and the best of presentation 4