



Advertising – Account Management Program Standard

*The approved program standard for
Advertising – Account Management program
of instruction leading to an Ontario College
Graduate Certificate delivered by Ontario
Colleges of Applied Arts and Technology
(MTCU funding code 72100)*

**Ministry of Training, Colleges and Universities
April 2011**

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I. Introduction

This document is the Program Standard for the Advertising – Account Management program of instruction leading to an Ontario College Graduate Certificate delivered by Ontario colleges of applied arts and technology (MTCU funding code 72100).

Development of System-Wide Program Standards

In 1993, the Government of Ontario initiated program standards development with the objectives of bringing a greater degree of consistency to college programming offered across the province, broadening the focus of college programs to ensure graduates have the skills to be flexible and to continue to learn and adapt, and providing public accountability for the quality and relevance of college programs.

The Program Standards and Evaluation Unit of the Ministry of Training, Colleges and Universities have responsibility for the development, review and approval of system-wide standards for programs of instruction at Ontario colleges of applied arts and technology.

Program Standards

Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for an Ontario College Graduate Certificate postsecondary program is comprised of a **vocational standard**, the vocationally specific learning outcomes which apply to the program of instruction in question.

Individual colleges of applied arts and technology offering the program of instruction determine the specific program structure, delivery methods and other curriculum matters to be used in assisting students to achieve the outcomes articulated in the standard. Individual colleges also determine whether additional local learning outcomes will be required to reflect specific local needs and/or interests.

The Expression of Program Standards as Vocational Learning Outcomes

Vocational learning outcomes represent culminating demonstrations of learning and achievement. They are not simply a listing of discrete skills, nor broad statements of knowledge and comprehension. In addition, vocational learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved and verified.

Expressing standards as vocational learning outcomes ensures consistency in the outcomes for program graduates, while leaving to the discretion of individual colleges curriculum matters such as the specific program structure and delivery methods.

The Presentation of the Vocational Learning Outcomes

The **vocational learning outcome** statements set out the culminating demonstration of learning and achievement that the student must reliably demonstrate before graduation.

The **elements of the performance** for each outcome define and clarify the level and quality of performance necessary to meet the requirements of the vocational learning outcome. However, it is the performance of the vocational learning outcome itself on which students are evaluated. The elements of performance are indicators of the means by which the student may proceed to satisfactory performance of the vocational learning outcome. The elements of performance do not stand alone but rather in reference to the vocational learning outcome of which they form a part.

The Development of a Program Standard

In establishing the standards development initiative, the Government determined that all postsecondary programs of instruction should include vocational skills coupled with a broader set of essential skills. This combination is considered critical to ensuring that college graduates have the skills required to be successful both upon graduation from the college program and throughout their working and personal lives.

A program standard is developed through a broad consultation process involving a range of stakeholders with a direct interest in the program area, including employers, professional associations, universities, secondary schools and program graduates working in the field, in addition to students, faculty and administrators at the colleges themselves. It represents a consensus of participating stakeholders on the essential learning that all program graduates should have achieved.

Updating the Program Standard

The Ministry of Training, Colleges and Universities will undertake regular reviews of the vocational learning outcomes for this program to ensure that the Advertising – Account Management Program Standard remains appropriate and relevant to the needs of students and employers across the Province of Ontario. To confirm that this document is the most up-to-date release, please contact the Ministry of Training, Colleges and Universities at the address or telephone number noted on the inside cover page.

II. Vocational Standard

All graduates of the Advertising – Account Management program of instruction must have achieved the six vocational learning outcomes listed in the following pages.

Preamble

Graduates of the Advertising – Account Management program from an Ontario College of Applied Arts and Technology are awarded an Ontario College Graduate Certificate. They have demonstrated the skills needed to manage in the rapidly changing field of advertising and marketing communications*.

Graduates can use research skills to analyze advertising and marketing communication* challenges. Using management skills, they can develop and execute integrated advertising and marketing communications* campaigns which include a media plan* and an advertising and marketing materials production plan. They are also able to establish and monitor budgets and timelines.

Graduates will find employment in a variety of private and public sector industries and organizations, including marketing communications* agencies and design studios; government communications offices; private sector organizations and associations; newspapers and magazines; television and radio broadcasting companies; and other media-based industries like out-of-home marketing communications* and trade promotions.

**See the glossary*

Synopsis of the Vocational Learning Outcomes Advertising – Account Management (Ontario College Graduate Certificate)

The graduate has reliably demonstrated the ability to

- 1. solve specific advertising and marketing communications* challenges by providing strategic insights into target markets/audiences* and consumer behaviour.**
- 2. develop and persuasively present and defend a professional, integrated advertising and marketing communications* plan based on research evidence**
- 3. manage the execution of an advertising and marketing communications* plan from conception to completion**
- 4. evaluate the effectiveness of an advertising and marketing communications* initiative.**
- 5. identify and adhere to advertising and marketing communications* standards and practices in accordance with relevant Canadian legislation and established international business practices.**
- 6. complete all work in a professional, ethical and timely manner.**

Note: The learning outcomes have been numbered as a point of reference; numbering does not imply prioritization, sequencing, nor weighting of significance.

The Vocational Learning Outcomes

1. *The graduate has reliably demonstrated the ability to*
solve specific advertising and marketing communications* challenges by providing strategic insights into target markets* and consumer behaviour.

Elements of the Performance

- conduct a SWOT analysis (strengths, weakness, opportunities and threats) of the client company, as it relates to the specific advertising and marketing communications* challenge
- identify an advertising and marketing communications* strategy compatible with the client's strategic plan
- identify and prioritize advertising and marketing communications* challenges
- collect and analyze relevant qualitative and quantitative research findings from reliable primary and secondary sources to develop consumer profiles and determine the target market*
- analyze product and brand information relevant to consumer behaviour in the various target markets*

2. *The graduate has reliably demonstrated the ability to*

develop, persuasively present and defend a professionally produced integrated advertising and marketing communications* plan based on research evidence.

Elements of the Performance

- clearly define the integrated advertising marketing communications* challenge
- identify the target market/audience*
- access relevant data resources, media measuring and planning tools
- generate ideas and alternatives relevant to the specific integrated advertising and marketing communications* challenge
- analyze the alternatives based on insight gained from research on consumer behaviour and brand loyalty
- select the alternative that best supports the desired strategic marketing direction
- develop a media plan* that supports the strategic integrated advertising and marketing communications* direction

3. *The graduate has reliably demonstrated the ability to*
**manage the execution of an advertising and marketing communications*
plan from conception to completion.**

Elements of the Performance

- establish a realistic timeline and budget for all components of advertising and marketing communications* initiatives
- apply business practices in the management of operational activities (e.g., costing, billing, resource management)
- schedule and monitor team members by applying principles of effective human resources management
- communicate effectively with colleagues and with internal and external clients
- monitor the critical path and the budget using industry standard technology
- develop and integrate an advertising and marketing communications* materials production plan*
- use effective time management skills to meet/modify deadlines

4. *The graduate has reliably demonstrated the ability to*
evaluate the effectiveness of an advertising and marketing communications* initiative.

Elements of the Performance

- establish measurable media objectives, strategies and tactics
- establish criteria for evaluation, including return on investment and compatibility with the desired strategic marketing direction
- select appropriate tools to measure the effectiveness of the initiative
- establish a timeline to review the initiative's effectiveness
- create simulations that can be modified when needed to alter the direction of the communication concept
- analyze data collected and determine the effectiveness of the advertising and marketing communication* strategies implemented
- monitor an ongoing activity and, where applicable, modify the advertising and marketing communications* strategies based on preliminary results
- prepare a professionally written report and/or presentation including recommendations for future initiatives

5. *The graduate has reliably demonstrated the ability to*

identify and adhere to advertising and marketing communications* standards and practices in accordance with relevant Canadian legislation and established international business practices.

Elements of the Performance

- analyze and consider issues in Canadian advertising and marketing communications* such as ethics, fair practice and censorship, and their impact on advertising and marketing communications* initiatives
- adhere to legislation and regulations affecting the advertising and marketing communications* industry
- identify and analyze challenges faced in a global market and recommend ideas to remain competitive
- comply with employer policies and procedures and relevant professional association standards

6. *The graduate has reliably demonstrated the ability to*
- complete all work in a professional, ethical and timely manner.**

Elements of the Performance

- complete a project from planning to execution and adhere to deadlines
- adapt to changes in the advertising and marketing communications* industry
- work effectively with persons in related disciplines
- analyze and consider constructive feedback and input from others such as the client or the account team when developing creative materials
- use effective interpersonal skills with colleagues and clients
- adhere to professional codes of conduct (e.g. the Canadian Code of Advertising Standards) and organizational policies in day-to-day behaviour
- respect cultural diversity in oral and written communications, materials and presentations
- incorporate concepts of social, economic and environmental sustainability* into advertising and marketing communications* and day-to-day operations
- create and maintain a professional portfolio
- follow Canadian advertising and marketing communications* standards by fulfilling social and ethical responsibilities

Glossary

Marketing Communications – all messages that an organization directs to its target market/audience, including advertising, public relations, sales promotion, direct marketing, digital marketing and personal selling.

Media Plan – a document which describes the strengths, limitations, cost and communication potential of various media and makes recommendations for the media to be used to meet the specific communication objectives.

Sustainability – sustainability encompasses the ethical ideal that calls for optimizing the long-term carrying capacity and vitality of three interdependent systems—environmental, social and economic. Sustainability aims to improve the quality of human life, while protecting nature, by engaging in manufacturing processes that are non-polluting, conserve energy and resources and protect ecosystems; benefit employees, consumers and communities; and strengthen enterprises that foster economic growth and prosperity.

Target Market/Audience – a specific segment of the overall potential market that has been analyzed and selected and to whom an advertising and marketing communications message is directed.