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# **Advertising – Media Management Program Standard**

*The approved program standard for  
Advertising – Media Management program of  
instruction leading to an Ontario College  
Graduate Certificate delivered by Ontario  
Colleges of Applied Arts and Technology  
(MTCU funding code 72104)*

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

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# I. Introduction

*This document is the Program Standard for the Advertising – Media Management program of instruction leading to an Ontario College Graduate Certificate delivered by Ontario colleges of applied arts and technology (MTCU funding code 72104).*

## 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 – Media 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 – Media Management program of instruction must have achieved the seven vocational learning outcomes listed in the following pages.*

### Preamble

Graduates of the Advertising – Media 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 work in the rapidly changing field of advertising and marketing communications\* in the area of strategic media planning and buying.

Graduates have the fundamentals of media management with a focus on consumer-driven communication channel choices for advertising and marketing communications\* messages. They can identify the target market/audience\*, design and deliver a creative message as well as negotiate for the appropriate media to achieve the desired communications results.

Graduates will find employment in both the public and private sector, including advertising and marketing communications\* agencies; government communications offices; health care and educational institutions; not-for profit 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 – Media Management (Ontario College Graduate Certificate)**

*The graduate has reliably demonstrated the ability to*

- 1. resolve specific advertising and marketing communications\* challenges.**
- 2. develop, persuasively present and defend a professional advertising and marketing communications\* media plan\* based on research evidence**
- 3. manage the execution of an advertising and marketing communications\* media 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 business practices.**
- 6. complete all work in a professional, ethical and timely manner.**
- 7. analyze historical and current issues and emerging trends affecting advertising and marketing communications\*.**

*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*  
**resolve specific advertising and marketing communications\* challenges.**

### Elements of the Performance

- conduct a SWOT analysis (strengths, weakness, opportunities and threats) of the company with a specific advertising and marketing communications\* challenge
- determine the communication channel needs of the client
- identify a media 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 from reliable primary and secondary research findings\* to develop consumer profiles and determine the target market/audience\*
- analyze product and brand information
- determine an integrated marketing mix to address the identified media advertising and marketing communications\* strategy

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

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

### **Elements of the Performance**

- clearly define the advertising and marketing communications\* media challenge
- identify the target market/audience\*
- access relevant data resources, media measuring and planning tools
- generate ideas and alternatives
- analyze the alternatives based on insight gained from research on consumer behaviour and brand loyalty
- select the alternative that optimally supports the desired strategic marketing direction
- identify, evaluate and select an appropriate balance of traditional and emerging media vehicles to meet the target market/audience\*
- analyze changes in emerging advertising and marketing communications\* channels and determine the implications when planning a media campaign
- develop a media plan\* that supports the strategic advertising and marketing communications\* direction
- integrate message strategies into creative communication channel plans and buys
- prepare and present a pre-buy analysis using appropriate technical data and terminology

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

**manage the execution of an advertising and marketing communications\*  
media plan\* from conception to completion.**

**Elements of the Performance**

- establish a realistic timeline and budget for the media plan\*
- 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 internal and external clients and colleagues
- monitor the critical path and the budget using industry standard technology
- negotiate the purchase of media units
- meet/modify deadlines using effective time management skills

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
- 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 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
- follow Canadian advertising and marketing communications\* standards fulfilling social and ethical responsibilities
- 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 adhering to deadlines
- adapt to changes in the advertising and marketing communications\* industry
- work effectively with 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 day-to-day operations
- create and maintain a professional portfolio

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

**analyze historical and current issues and emerging trends affecting advertising and marketing communications\*.**

**Elements of the Performance**

- determine the effects of globalization on the Canadian advertising and marketing communications\* industry
- adapt to a changing work environment affected by economic trends, such as agency mergers and client consolidation
- analyze the changes in emerging advertising and marketing communications\* channels and strategies, and determine their impact on planning an effective campaign
- assess the impact of market fragmentation\* in reaching a target market/audience\*
- analyze how changing the media strategies affects reaching the target market/audience\* and the implications for developing an effective campaign

## Glossary

**Market Fragmentation** – emergence of new segments (in a previously homogeneous market) which have their own distinct needs, requirements and preferences. These fragments reduce the effectiveness of mass media

**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.

**Primary and Secondary Research Findings** – primary research findings refer to data observed, recorded and collected on a first-time basis with a view to solve a specific problem. Secondary research findings refer to data compiled and published by impartial sources.

**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.