

Application Procedure

In order to apply for admission to this program an applicant must complete an "Application for Admission to Ontario Colleges of Applied Arts and Technology" form and submit this form to the:

Ontario College Application Services
P.O. Box 810, Guelph, Ontario, N1H 6M4
1-888-892-2228

Application Forms and Applicant Guidebooks are available at Ontario Secondary Schools, at Ontario Colleges of Applied Arts and Technology and at the Ontario College Application Services office.

Admission to the College

Complete information concerning admission to programs at Fanshawe College may be found in the Central Admission Publication located in the Office of the Registrar, Fanshawe College.

The College reserves the right to make changes in the information in this brochure without prior notice.

The College reserves the right to cancel at any time a program, course, program major or option, change the location and/or term in which a program or course is offered, or withdraw an offer of admission both prior to and after its acceptance by an applicant or student because of insufficient applications or registrations, over-acceptance of offers of admission, budgetary constraints, or for other such reasons. In the event the College exercises such right, the College's sole liability will be the return of any monies paid by the applicant or student to the College.

This brochure is available in alternative formats, upon request, for persons with disabilities.

For further information on admission and registration, contact:
Office of the Registrar, (519) 452-4277

For further specific program information, contact:
Communication Arts Division: (519) 452-4470

Fanshawe College
1460 Oxford St. E. P.O. Box 7005
London, ON, N5Y 5R6 www.fanshawec.on.ca

Fanshawe

COLLEGE

Broadcast Sales

A Post-Graduate Program



FANSHAWE
COLLEGE

Community Driven . . .
Student Focused

Broadcast Sales

A One Year Post-Graduate Certificate Program
 Program Code: BRS1 Campus Code: LC
 LC - London September Admission
 Communication Arts Division: (519) 452-4470
 Average Salary: N/A

The Broadcast Sales, Post Diploma Program, is designed to prepare students with practical skills and knowledge in the two distinct areas of Broadcast selling. That is, direct retail and transactional agency selling. The primary aim is to equip the student with the consultive, analytical, creative, negotiation and presentation skills necessary in Broadcast Sales.

Career Opportunities

With hundreds of broadcast stations across Canada, the opportunities for employment will be very promising for the graduates.

		Hrs/Wk
BRS11	Level 1	
ADVG506	Broadcast Promotion	3.0
ADVG516	Creative Writing for Radio	2.0
ADVG517	Creative Writing for Television	2.0
ADVG518	Retail Selling	3.0
ADVG530	Departmental Operations I	2.0
ADVG550	Broadcast Sales and Marketing III	3.0
BRS12	Level 2	
ADVG606	Computer Applications - Radio	2.0
ADVG615	Computer Applications - Television	2.0
ADVG616	Broadcast Management - Sales	2.0
ADVG617	Agency Negotiation, Sales and Service	3.0
ADVG630	Departmental Operations II	3.0
ADVG650	Broadcast Sales and Marketing IV	3.0

Program Eligibility Criteria

Required Academic Preparation

Broadcasting - Radio Diploma

Or

Broadcasting - Television Diploma

Or

Journalism - Broadcast Diploma

Or

Business - Marketing Diploma

Or

An equivalent qualification from another institution as judged by the College

Or

Professional background and experience judged by the College to be equivalent to the above

Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:

- Preference for Permanent Residents of Ontario.
- Receipt of Application by February 1st.
- Achievement in the required academic preparation.

Note:

Applications received by February 1st will be guaranteed consideration. Applications received after February 1st will be considered only if places remain available in the program.

Other Information

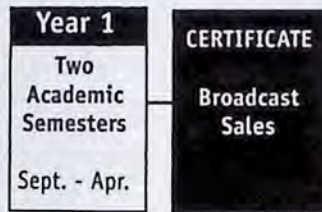
Applicants may be required to submit a portfolio.

Approximate Costs (2000/2001)

Fees for: Not available at this time

Books and Supplies: Not available at this time

Program Progression



Course Descriptions

ADVG506 - Broadcast Promotion

Students will be shown the importance of conceptualizing. Emphasis will be placed on demographic and psychographic targeting, purpose and application. The students will be presented with challenges to develop various promotion strategies.

ADVG516 - Creative Writing for Radio

The student will be taught the theory and tools of creative writing, specifically as it applies to radio advertising. They will then be taught to apply those elements in developing commercials that work for both client and radio programming.

ADVG517 - Creative Writing for Television

Students will learn the theory and tools of creative writing specifically as it applies to television advertising. They will then, through assignments and/or tests, learn how to apply those elements, in developing commercials that work for both client and station.

ADVG518 - Retail Selling

The student will be taught the rudiments of sales, with emphasis on broadcast sales. They will be taught the skills of opportunity targeting, prospecting, the use of consulting data, qualifying, creative solutions, negotiating, self motivation, discipline and

customer service.

ADVG530 - Departmental Operations I

The student will learn the functions and varying responsibilities of all departments in broadcast operations. They will be further instructed in the need for interaction and team working in establishing a cohesive unit. The Broadcast sales student will undertake an active role in Station Operations as representatives of our college stations.

ADVG550 - Broadcast Sales and Marketing III

This course is an expanded examination of small and medium market applications. The student will be exposed to case studies and dissection of each integral step in the development of a broadcast advertising campaign. The student will develop a Broadcast Ad campaign that shows mastery of the steps in this process, from consultation to the creation and implementation of an idea.

ADVG606 - Computer Applications - Radio

Students will be introduced to computer reach and frequency analysis. They will examine various Canadian markets and the relative "radio efficiency levels" found in these markets.

ADVG615 - Computer Applications - Television

The student will be introduced to television market analysis and how television fits into the media mix. Students will explore computerized breakdowns and assess 'television efficiency levels' of various Canadian markets.

ADVG616 - Broadcast Management - Sales

This course is designed to offer the Broadcast sales student insight and understanding of the areas and issues that form managerial responsibility at Canadian Radio and TV stations.

ADVG617 - Agency Negotiation, Sales and Service

The student will be taught the roles of various departments at the agency level. They will be further taught what the agency looks for in efficiency levels and market-buy lists, how to understand BBM research data, how to work successfully with the agency beyond the buyer and the need to know the client' as well as the agency. The student will also be taught the distinct differences as well as the similarities in agency and retail negotiations.

ADVG630 - Departmental Operations II

As an active member of the station operations team' the broadcast sales student will learn and must put to practical use, A) Account List organization skills B) Client consultation analysis and profiling skills, as well as, C) Verbal and written presentation skills. The student will be taught 'practical - on the street application' of broadcast sales planning, organization, presentation, solution and closing techniques.

ADVG650 - Broadcast Sales and Marketing IV

This course is designed to examine the marketing and sales methods recognized in the medium and major market crossover applications. Along with the selling of ideas and promotional concepts, the student will work extensively with 'the practical rudimentary elements' of 'media placement criteria.'