



STAGE 3 PROJECT

AUGUST 2004

ADVERTISING TO CHILDREN

Introduction

It's no secret that children watch a lot of television. As a result, they are constantly bombarded with messages about consumption, contained both in commercials and in the programmes themselves. The media teach people about a culture's values and myths and the more a child is exposed to television, the more he/she will accept the images depicted there as real. In addition to the large volume of programmes targeted directly at children, children are also exposed to idealised images of what it is like to be an adult. Since children over the age of 6 spend about a quarter of their television viewing during prime time, they are also affected by programmes and commercials targeted at adults.

Advertising to children is a contentious issue, particularly in Europe, where most European countries have at least some restrictions on the ways in which marketers can target children. Sweden has the strictest measure, prohibiting all television advertising that targets children under 12 years of age. Recently, marketers have become concerned that the Swedish ban will be expanded to all European countries, while the critics of children's advertising would welcome such a move.

The Project

You are required to prepare a report as follows :

- Outline the bases that can be used to segment the children's market. Discuss the use and influence of advertising in reaching these various segments. Present detailed arguments for and against a ban on children's advertising. **(15%)**
- Outline the many aspects of buyer behaviour theory that influence the marketing of products and services to children e.g. consumer socialisation, family influence, reference group influence, cultural and subcultural influences, social class influences, perception, learning, attitudes, motivation etc. **(25%)**
- Discuss the influence of the other promotional tools (apart from advertising) on children. Should the ban on advertising to children be extended to all promotional tools? Explain your answer. **(25%)**

P.T.O.

- Comment on the diversity existing in Europe with regards to restrictions on advertising to children, in particular, profiling the situation in several European countries. In your opinion, should a European-wide ban be imposed? Justify your answer. **(20%)**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. **(15%)**

Additional Briefing Notes

- A word count **MUST** be included as part of your Contents Page.
- Candidates should **NOT** submit their projects in individual page plastic covers.

JUNE 2004

STATEMENT
STAGE 3 PROJECT
AUGUST 2004

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2004**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**