



FILED APR 15 1999  
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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3421**

**STRATEGIC COMMUNICATIONS**

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Hours/Week:	Total Hours:	Term/Level:	199920
Lecture:	Total Weeks:	Credits:	3

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**Prerequisites:**      **Marketing 3321 – Public Relations**

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### **Course Objectives:**

The objective of Strategic 'Marketing' Communications is to examine how communicating a corporate strategy or marketing goal is critical to the success of the organization at all levels. Integrated marketing communications is based on this concept.

At the end of the course the student shall;

- Understand the importance of solid research to developing an integrated marketing strategy
- Set strategic communications objectives that reflect a companies business objectives and plan
- Be able to communicate strategically, a companies internal and external audiences a consistent 'integrated' marketing communications strategy and messages

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### **Evaluation**

Strategic Marketing Communications Term Project	50%
Mid Term Examination	20%
Final Examination	<u>30%</u>
<b>TOTAL</b>	<b>100%</b>

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### **ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

## Course Summary:

Module 1 – Course Overview, Introduction to Strategic Communications, Introduction to Strategic Marketing Communications Plan – Chapters 27 through 31

Module 2 – The Communication Credibility Quotient - Chapters 1,2,3

Module 3 – Creating Marketplace Excitement through Integrated Marketing Communications  
Chapters 5,6,7,8,9

## Module 4 – Presentation of Part One of Strategic Marketing Communications Plan

### Outline of Components of Plan

## Module 5 - Making Marketing News when there isn't any – Chapters 11,12, 13

## Module 6 - MID TERM Examination

## Presentation of Part Two of Strategic Marketing Communications Plan

### Evaluate Effectiveness and Creative Elements of Marketing Components

Module 7 – Consumer ‘Relationship’ Marketing – the key to strategic communications  
Chapters 14,15,16,17

## Module 8 – Presentation of Part Three of Strategic Marketing Communications Plan

### Evaluate the Execution of the Campaign – Summarize and suggest improvements

Module 9 – Strategic Targeting in Communications – Chapters 21,22,23,24

Final Draft of Strategic Marketing Communications Plan due

## Module 10 – Final Exam

## Course Record

Developed by: Gary Fowlie Date: April, 1999  
Instructor Name and Department  
(signature)

Revised by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name and Department  
(signature)

Approved by: \_\_\_\_\_ Start Date: \_\_\_\_\_  
Associate Dean (signature)



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3421**  
**STRATEGIC COMMUNICATIONS**

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**Effective Date**

April 1999

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**Instructor(s)**

Gary Fowlie

Office No.:

Office Hours:

Phone: 943 7131

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**Required Text(s) and Equipment**

Harris, Thomas L., Value Added Public Relations – The Secret Weapon of Integrated Marketing 1998

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**Reference Text(s) & Recommended Equipment**

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**Course Notes (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

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Business

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Option: **Marketing Management**

**MKTG 3421**

**STRATEGIC COMMUNICATIONS**

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**Hours/Week:**

**Total Hours:**

**Term/Level:**

**199920**

**Lecture:**

**Total Weeks:**

**Credits: 3**

**Lab:**

**Other:**

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**Prerequisites:**

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**Course Objectives:**

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**Evaluation**

**TOTAL**

**100%**

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## Course Summary:

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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



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Business

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Option: **Marketing Management**

**MKTG 3421**  
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**Effective Date**

April 1999

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**Instructor(s)**

Gary Fowlie

Office No.:

Office Hours:

Phone:

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**Required Text(s) and Equipment**

**Reference Text(s) & Recommended Equipment**

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Session	Outcome/Material Covered	Reference/ Reading