

**BCIT****BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****COURSE OUTLINE**

**COURSE NUMBER:** MKTG. 2202  
**COURSE NAME:** "INTRODUCTION TO MARKETING COMMUNICATIONS"  
**DATE:** JANUARY 1999  
**SCHOOL OF:** BUSINESS  
**PROGRAM:** MARKETING MANAGEMENT  
**OPTION:** 2 A,B,C,D,E,F,G,H,J,K,L,M **TAUGHT TO:** FIRST YEAR  
**PREREQUISITES:** MARKETING ESSENTIALS

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**INSTRUCTOR:** ANNE MARIE NEILSON **OFFICE:** SE6 314  
**TELEPHONE / LOCAL** 432 - 8445 **HOURS:** POSTED ON DOOR  
**E-MAIL ADDRESS** aneilson@bcit.bc.ca **attached to outline**

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<i>Hours/Week:</i>	3	<i>Total Hours:</i>	60	<i>Term/Level:</i>	2
<i>Lecture:</i>	2	<i>Total Weeks:</i>	20	<i>Credits:</i>	3
<i>Lab:</i>	1				

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**COURSE GOALS:**

Upon completion of this course, the student will be able to:

- Explain how the fundamental elements of the *promotional mix*, ( Advertising, Personal Selling, Sales Promotion, Direct Marketing, Public Relations, Event Marketing and Collateral Materials ) are used within the broader discipline of marketing.
  - Critique promotional activities and materials objectively on the basis of *marketing, media*, and *creative strategies*.
  - Describe the process that organizations use in the *planning and execution* of the *promotional campaign*.
  - Identify the various *types* of *advertising* and *sales promotions* used by organizations.
  - Develop an *advertising plan* based on the marketing plan of a company, using the elements of the promotional mix.
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**EVALUATION:**

<b>PARTICIPATION ( &amp; ATTENDANCE)</b>	<b>**10</b>	<b>%</b>
<b>ADFILE #1</b>	<b>4</b>	<b>%</b>
<b>MID TERM #1</b>	<b>*15</b>	<b>%</b>
<b>ADFILE #2</b>	<b>4</b>	<b>%</b>
<b>MIDTERM #2</b>	<b>*15</b>	<b>%</b>
<b>PROJECT PRESENTATION</b>	<b>*** 13</b>	<b>%</b>
<b>WRITTEN PRESENTATIONS</b>	<b>14</b>	<b>%</b>
<b>FINAL EXAM</b>	<b>*25</b>	<b>%</b>
<b>TOTAL</b>	<b>100</b>	<b>%</b>

**EVALUATION (contd...)**

- \* Students must pass the cumulative of the mid terms and final exam to pass the course. That is, the combined marks of the mid terms and the final must meet or exceed 50%. No make-ups on exams.
- \*\* Attendance requirements will be followed as per the BCIT policy. Students earn marks by demonstrating their desire to participate in lectures and labs. Students will be deducted marks for missing labs for reasons within the student's control. Any student missing more than two labs for reasons within their control, or without a bonafide and acceptable medical reason, will be referred to the Associate Dean for assessment. Proof of medical reason is required. Excessive absence will result in disqualification from writing the final exam. Excessive lateness for labs or lectures will be evaluated the same as if being absent.
- \*\*\* The oral presentations are part of the labs and attendance is mandatory. Any student not attending a lab in which presentations are being held, will receive a 0 for their own presentation mark. Projects will be done as group efforts. The written portion of the project will be submitted in a typed and professional format. As this is preparation for the work force, marks will be deducted for spelling and grammatical errors.
- \*\*\*\* Late submission for projects will be deducted 5% for each late day.

Examinations will cover all material dealt with in lectures, labs, guests lecturers, and videos.

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**REQUIRED TEXT(S) AND EQUIPMENT**

*Canadian Advertising in Action (Fourth Edition, Keith J. Tuckwell)*

**NOTE:** Reading the text is an important part of this course. Lectures will summarize and supplement the text, but will not cover the same amount of material. You are responsible for all text reading and are strongly advised to read assigned chapters prior to the lecture so that you will be familiar with the material being discussed.

**RECOMMENDED REFERENCE MATERIAL**

Marketing - weekly publication (Toronto)  
 Marketing Edge - semi-monthly publication (Vancouver)  
 Advertising Age - monthly publication  
 All publications are available at the BCIT library or by subscription

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**COURSE OUTCOMES AND SUB-OUTCOMES:**

Through lectures, group projects and lab assignments, students will learn to:

Appreciate the role of marketing communications within the marketing field, and it's global effect on business, industry, and national economics.

Perceive the real and cultural role of advertising, and conversely, the impact society has on advertising.

Understand promotional planning, and the strategic function of advertising in business, the creative strategy and the development of print and broadcast material.

Apply current approaches to the principles and techniques of promotion, including direct response advertising, sales promotion, public relations, event marketing and trade shows.

<u>WEEK</u> #	<u>LECTURE</u> <u>DATES</u>	<u>OUTCOME</u> <u>MATERIAL COVERED</u>	<u>TEXT</u> <u>REFERENCES</u>	<u>ASSIGNMENTS &amp;</u> <u>LABS</u>
1	Jan 5  Jan 7	Welcome / Course coverage & Introduction to Advertising	Chapt. 1	NONE  Course material hand-outs and assignments
2	Jan 12  Jan 14	Social and Ethical Aspects of Advertising  Advertising Overview: History/Types and Issues	Chapt. 1 Pages 3 - 18	Set up of groups for Assignments and work on Social Skills Contracts  <b>** For next lab – bring an ad that you love and one that you dislike. The ads must be about denim jeans</b>
3	Jan 19  Jan 21	What Makes a great Ad??  Advertising Management: The client The agencies	Pages 33 – 37 40 – 42 Chapt. 2 Pages 51 – 57 61 – 66 73 Chapt. 3	<b>Social Skills Contracts DUE .</b>  Hand out Ad File #1.  In class lab = “Advertising Critiquing”  NOTE: See above for assignment materials required in lab
4	Jan 26  Jan 28	<b>Market Segmentation &amp; Consumer Behavior</b> Selecting your Target Markets and using Positioning Strategies to reach this market	Chapt. 4 Entire Chapter Content	Exercise on “Product Benefit Segmentation” NOTE: We will be using the <b>same ads as in the previous labs</b> , so keep your ads for class. Discussion of Final assignment company choices
5	Feb 2  Feb 4	The Corporate Plan The Marketing Plan The Advertising Plan	Chapt. 5 Pages 134 – 153 Pages 160 - 169	No official labs this week:  Work on Adfile #1 in your groups. <b>Ad File due next week</b>
6	Feb 9 Feb 11	<b>Program Heads are coming to the lectures this week</b>	Read Trust Deodorant Plan	<b>*Adfile #1 DUE and presented in class</b>

<u>WEEK</u> #	<u>LECTURE</u> DATES	<u>OUTCOME</u> MATERIAL COVERED	<u>TEXT</u> REFERENCES	<u>ASSIGNMENT</u> LABS
7	Feb 16  Feb 18	Creative Planning: Objectives & Strategies  Creative Execution	Chapt. 6, Page 179 – 193, 203..  Chapt. 7, 228- 232,	Final assignment handed out and discussed  Work on steps 1 and 2
8	Feb 23  Feb 25	Advertising Research:  Types & Purposes	Chapt.8  ( scattered )	Step # 1 and #2 of Final assignment due in class
9	March 2  March 4	Sales Promotion  Trade Promotions	<b>Chapt. 14</b>  <b>all</b>	<b>Ad File #2 handed out and discussed</b>
10	Mar 8 -12	MID TERM WEEK	Chapts 1 - 8	No labs
11	March 15	SPRING BREAK		No labs
12	March 23  March 25	Media Planning:  The process of communication and  The Budget Process	Chapt 9  Pages 315 – 325  331 – 343  346 – 350	<b>AD FILE #2 DUE</b> <b>presented in class</b> <b>Step 3 of Final Project</b> <b>DUE In class</b>
13	March 30  April 1	Print Media	Chapt 10, 361 – 371, 383 - 394	No labs  Work on Step 4, 5, and 6
14	April 6  April 8	Broadcast:  Radio and T.V.  Out of Home Media	Chapt 11  Chapt. 12  ( Chapt. 7, 246 – 248 )	<b>Step 4,5, and 6 DUE</b> <b>Work on STEP 7 in class</b>
15	<b>April 13</b> <b>April 15</b>	<b>Review</b>  <b>Mid Term #2</b>	Chapts 9 – 12	<b>STEP 7 DUE</b> <b>IN CLASS</b>
16	April 20  April 22	Public Relations / Publicity  Event Marketing	Chapt. 14	<b>Presentations</b>  <b>In labs</b>
17	April 27  April 29	Direct Marketing:  Purposes and Strategies	Chapt. 13  478 - 504	<b>Presentations</b>  <b>in labs</b>
18	May 4  May 6	Direct Mail  Data Base Marketing	Chapt. 13	<b>Presentations</b>  <b>in labs</b>
19	May 11  May 13	Business to Business Advertising, Trade Shows,  Local and Global  Considerations	Chapt. 15  572 – 581  589 - 599	<b>Presentations</b>  <b>in labs</b>  <b>Written Projects due in class</b>
*20	May 17-21	EXAM WEEK		<b>*Final Exam</b>  <b>Date TBC</b>