

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONS

COURSE NUMBER MKTG 2202

Date January, 1995

Prepared by Cindy McPherson

Taught to First Year

School Business

School Business

Program Marketing Management

Program Marketing Management

Date Prepared November 20, 1994

Option 20 A, B, C, D, E, F, G, H, J

Term 2 Hrs/Wk 3 Credits 3

No. of Weeks 20 Total Hours 60

Instructor(s) Cindy McPherson Office SE6 308 Local 6766

Office Hours Posted on door

### PREREQUISITES

Marketing 102

### COURSE OBJECTIVES

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

1. Explain how advertising, direct marketing, sales promotion and public relations are used within the broader discipline of marketing.
2. Critique promotional activities objectively on the basis of marketing, media and creative strategies.
3. Describe the stages and organizational systems involved in generating promotional material and activities.
4. Develop basic advertising, sales promotion and public relations plans.

### EVALUATION

Mid Term #1	<u>15</u>	<u>%</u>
Mid-Term #2	<u>15</u>	<u>%</u>
Final Exam	<u>15</u>	<u>%</u>
Project #1	<u>10</u>	<u>%</u>
Project #2 - Ad File	<u>15</u>	<u>%</u>
Project #3 - Non Profit Ad Campaign	<u>20</u>	<u>%</u>
Attendance & Participation	<u>10</u>	<u>%</u>

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## EVALUATION (Continued)

Note: A. In order to get credit for the assignments as well as the lab marks, you must have a passing grade on the total of the midterm and the final exam. That is, the combined marks of the midterm and the final must exceed 55%. No make-ups on exams.

B. For late submission of projects, 5% will be deducted per day for each day late.

C. Attendance requirements will be enforced as per the BCIT policy on page 7 of the Calendar. Excessive absence will be deemed to be missing more than 2 labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

D. Up to 10% of the marks will be deducted for spelling and grammatical errors on assignments/projects.

Examinations will cover all material dealt with in lectures, labs, assigned reading, guest lectures and videos.

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## REQUIRED TEXT(S) AND EQUIPMENT

*Contemporary Advertising*. Arens, Boree'. Irwin; 5th Edition.

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 strongly advised to read assigned chapters *prior* to the lecture so that you will be familiar with the material being discussed.

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## REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

- Marketing — weekly publication (Toronto).
- Marketing Edge — semi-monthly publication (Vancouver).
- Both publications are available in the BCIT library or by subscription.

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## COURSE SUMMARY

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

- The place of promotion within the marketing field.
- Societal concerns, legal restrictions, and industry self-regulation.
- The structure of the media in Canada.
- A strategic approach to media planning.
- Creative strategy and the development of print and broadcast material.
- The role of research in promotional planning.
- The evolution of promotional plans.
- Current approaches to the principles and techniques of promotion, including direct response advertising, sales promotion, public relations, event marketing and trade shows.

**COURSE OUTLINE**  
(continued)

<b>Lecture Date</b>	<b>Material Covered</b>	<b>Text References</b>
January 5	Introduction	
January 10	Introduction to Adv.	Ch. 2
January 12	Social and Regulatory Effects	
January 17	Legal Aspects	
January 19	Video	
January 24	Ethics	
January 26	Guest Speaker	
January 31	Advertising Business: Agencies and Clients	Ch. 3
February 2	Video	
February 7	Marketing and Advertising	Ch. 4
February 9	Consumer Behavior	Ch. 4
February 14	Segmentation	Ch. 5
February 16	Advertising Research	Ch. 6
February 21	Review	
February 23	Midterm 1	
February 28	Advertising Planning	Ch. 7
March 2	Guest Speaker/Video	
March 7	Creative Copywriting	Ch. 8
March 9	Creative Art Direction	Ch. 9
March 14/16	Spring Break	
March 21	Creative Print Media Production	Ch. 10
March 23	Creative Electronic Media Production	Ch. 11
March 28	Media Planning and Selection	Ch. 12
March 30	Guest Speaker	
April 4	Review	
April 6	Exam	
April 11	Print Media	Ch. 13
April 13	Broadcast Media	Ch. 14
	Easter	
April 18	Direct Mail/Outdoor/Supplementary	Ch. 15

Apr. 1-4  
Easter



**COURSE OUTLINE**  
(continued)

<b>Lecture Date</b>	<b>Material Covered</b>	<b>Text References</b>
April 20	<b>Guest Speaker/Video</b>	
April 25	Direct Marketing and Sales Promotion	Ch. 16
April 27	Public Relations/Corporate Ad	Ch. 17
May 2	<b>Guest Speaker</b>	
May 4	Integrated Marketing Communications for local and non-profits	Ch. 18
May 11/16/18	Presentation and Reviews	
	<b>Final Exam Week</b>	