

BCIT

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

**COURSE NUMBER:** MKTG. 2202  
**COURSE NAME:** "INTRODUCTION TO MARKETING COMMUNICATIONS"  
**DATE:** JANUARY 2001  
**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

**INSTRUCTORS:** ANNE MARIE WEBB-HUGHES      **OFFICE:** SE6 314  
ANGE FRYMIRE      SE6 314  
**TELEPHONE / LOCAL** 432 - 8445      **HOURS:** POSTED ON DOOR  
  
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**Hours/Week:** 3      **Total Hours:** 60      **Term/Level:** 2  
**Lecture:** 2      **Total Weeks:** 20      **Credits:** 3  
**Lab:** 1

*hughes* Jan 9 / 2001

## 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.

## EVALUATION:

PARTICIPATION (& ATTENDANCE)	**10	%
ADFILE #1	4	%
MID TERM #1	*15	%
ADFILE #2	4	%
MIDTERM #2	*10	%
PROJECT PRESENTATION	*** 13	%
WRITTEN PRESENTATIONS	14	%
FINAL EXAM	*30	%
TOTAL	<u>100</u>	%

**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. No marks given on projects, to students failing the cumulative.
- \*\* 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, including weekends. Submissions are to be in hard copy, to the instructor, not e-mail format. Examinations will cover all material dealt with in lectures, labs, guests lecturers, and videos.

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**REQUIRED TEXT(S) AND EQUIPMENT**

*Contemporary Advertising 7<sup>th</sup> edition by William Arens Irwin McGraw Hill publisher*

**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.hmcanada.com](http://marketing.hmcanada.com)

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 , broadcast and electronic 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> DATES	<u>OUTCOME</u> MATERIAL COVERED	<u>TEXT</u> REFERENCES	<u>ASSIGNMENTS &amp;</u> <u>LABS</u>
1	Jan 4	Info Lecture  Welcome / Course coverage Introduction to Advertising		NONE  Course material hand-outs in lecture
2	Jan 9  Jan 11	Social and Ethical Aspects of Advertising  Advertising Overview: History/Types and Issues	Chapts. 1 - 3	Set up of groups for Assignments and work on Social Skills Contracts * Discuss final assignment <b>** For next lab</b> – bring an ad that you like and one that you dislike. The ads must be about <b>One Category or Product</b>
3	Jan 16  Jan 18	Advertising Management: The client The agencies Discuss Final Assignment- Details, due dates, and company choices	Chapts. 1 - 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 23  Jan 25	What Makes a great Ad??  Review R 18 in TEXT, “ Developing Advertising Objectives”	Chapts. 11 & 12	Exercise on “Product Benefit Segmentation” and Advertising Objectives  NOTE: We will be using the <b>same ads as in the previous labs</b> , so keep your ads for class.
5	Jan 30  Feb 1	The creative process	Chapts. 11 & 12	<b>No labs this week:</b>  <b>Ad File #1 due next week!</b> <b>Step 1 of final due next week!</b>
6	Feb 6  Feb 8	Marketing & Consumer Behavior	Chapt. 4	<b>*Adfile #1 DUE and presented in class</b>  <b>*Step 1 of final assignment due</b>
7	Feb 13 Feb 15	Market Segmentation / Business and Service Markets	Chapt. 5	<b>No Labs this week:</b>  <b>*Work on steps 2 &amp;3</b>

<u>WEEK</u> #	<u>LECTURE</u> DATES	<u>OUTCOME</u> MATERIAL COVERED	<u>TEXT</u> REFERENCES	<u>ASSIGNMENT</u> LABS
8	Feb 20 Feb 22	Advertising Research: Types & Purposes * Program Heads to Lectures this week	Chapt. 6	Step # 2 and #3 of Final assignment due in class. Bring work for steps 4,5,6
9	Feb 27 March 1	Advertising Planning / The Process & Budgeting	Chapt. 7	Ad File #2 handed out and discussed
10	Mar 5-9	MID TERM WEEK	Chapt 1 - 7	No labs
11	Mar 12-16	SPRING BREAK		No labs
12	March 20 March 22	Sales Promotion Trade Promotion Direct Marketing & Personal Selling	Chapt 9	Work on Adfile #2 in class Bring your work to lab!! Or... Work on Step 4, 5, and 6
13	March 27 March 29	Public Relations / Publicity Sponsorship / Event Mktg / Corporate Advertising	Chapt. 10	*AD FILE #2 DUE presented in class *Steps 4,5,6 DUE in class
14	April 3 April 5	Media Planning Types / Challenges / Costs	Chapt. 8	Work on STEP 7 in class
15	April 10 April 12	Review Mid Term #2	Chapt. 8, 9 & 10	*Review Appendix B
16	April 17 April 19	The Media Plan Process Print	Chapt. 13* part Chapt. 14	*STEP 7 DUE IN CLASS
17	April 24 April 26	TV / Radio / Digital / Interactive / Direct Mail	Chapt. 15 & 16	Presentations in labs
18	May 1 May 3	Out-of Home Media	Chapt. 17	Presentations in labs
19	May 8 May 10	The complete campaign	Pages 560 – 569 Toyota	Presentations In labs
20	May 15 – 19	Review Tuesday No lab Thursday	All Chapt/ Labs & Lectures	Presentations in labs Written Projects due in class
21	May 21 - 25	EXAM WEEK		*Final Exam

## TERM PROJECT - MARKETING COMMUNICATIONS

### Step 1) Select A Product or Service of an Established Company

( You may wish to choose someone you know or a company you have access to and information on ). This first step requires you to have done enough homework on the company that you **are sure** you can get the information you need to complete the next 7 steps. \* NOTE This is important as you cannot change companies in mid project.

On **one typed page**, write the company name; the products, or services ( this could be a line of products or services within the company's total assortment / offering ); the name and phone number of your sponsor / contact person; the names of your group members, your set AND your deadline dates / plan of action to complete each step.

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### THE WRITTEN AND ORAL PROJECT CONSISTS OF THE FOLLOWING:

#### Step 2) GIVE A BRIEF OVER VIEW OF THE COMPANY ( the Situation Analysis)

On **one typed page**:

explain the history or background , Mission statement , **Corporate objectives and Marketing Objectives** of the company you have chosen . Note: your **written** project will begin with an executive summary – one page in length. See the Advertising plan.

#### Step 3) DEFINE THEIR TARGET MARKET

On **one to two typed pages**,

explain the target market for your company's product. Include : Demographics, Geographics, Psychographics ( including lifestyle segmentation ), and Buying Behavior / Patterns. Be thorough / refer to last year's text and lectures. Show how they apply their advertising to their markets, ie.. what benefits do they promote to whom? Why?

#### 4) EXPLAIN THEIR PRODUCT MIX CONCEPT:

On **one typed page**:

- How is their product **positioned** and differentiated in the market? ( Include a **positioning statement** for this company's product)
- How is their product Classified? Packaged? Branded?
- What stage in the life cycle is their product and how does that affect their promotional choices?

#### 5) 6) EXPLAIN THEIR PRICING and DISTRIBUTION STRATEGIES

On **one half to one page**:

- What are their **pricing objectives**? **What pricing strategies** do they employ? Why? What effect does their **competition** have on price? How do they address their competition in their advertising strategies? With what messages?
- Where are their products manufactured/grown/ assembled/processed etc.? What are their distribution methods?

**Step7) EXPLAIN THEIR ADVERTISING OBJECTIVES & PROMOTIONAL STRATEGIES**

On three typed pages:

• **Describe their current promotional mix**

Explain **what types of each promotional mix element** they use and why. For instance; if they use **Advertising** - what types and why (e.g. primary or selective demand? retail, brand, corporate, political, directory, etc?) If they use **Sales Promotion** – what types and why? ( price deals, contests, sweepstakes, premiums, continuity plans, trade deals, volume incentives, etc?) Any **Direct Response, Event Marketing, Internet, Specialty Advertising, Public Relations / Publicity, Trade Shows, etc.?**

• **What media are they using to reach their audience?**

Do they use print , broadcast, electronic, outdoor or other media? Describe which specific types of media publications that they use. Discuss reach, circulation, frequency and GRP's, as it relates to their **measurement objectives**.  
(frequency of use, new targets, unique attributes/benefits, promotion incentives)

• **What is their Message Strategy?**

What is the message they are trying to convey to their market and what is their central theme? What **appeals** are they using? ( rational? Emotional? )  
Key Consumer Benefits?

• **What is their Creative Strategy?** ( Creative tools? Hook?)

**What message design have they been using to accomplish the above?**  
(humor, emotion, drama, visual effects, product comparisons, testimonials, etc.)

• **What is their promotional calendar?**

(Timing of ads, length of campaigns e.g. continuous? pulse? etc.)

Look at **the entire year** to show this. You can use a graph or chart to explain

• **What type of budget have they been using?**

(competitive, task objective, % of sales , bottom up or top down etc., and why )

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**Step 8** From your findings, **Organize a Presentation** to the class on your company.

As a **conclusion**, you want to present **one promotion mix element and media choice** that you believe could improve the company's objectives.

Present your choice, and **the reason why** you believe it would help the company; **your target audience** for the **mix element chosen**; **when** you think it should run; **what it would cost**, and finally your **expected outcome** in sales, market share, change of opinion, increase of product use, brand insistence etc. This should be **no more than two pages for your written portion**.

Total written project = 8 - 10 pages, 12 font, with appendices where appropriate. Professionalism, spelling and grammar are important, so marks will be deducted.