

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME PROMOTIONAL MARKETING

COURSE NUMBER MKTG 202 (2208) Date January, 1994

Prepared by Cindy McPherson Taught to First Year

School Business School Business

Program Marketing Management Program Marketing Management

Date Prepared December 7, 1993 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>20</u>	<u>%</u>
Final Exam	<u>15</u>	<u>%</u>
Project #1	<u>20</u>	<u>%</u>
Project #2	<u>10</u>	<u>%</u>
Attendance & Participation	<u>10</u>	<u>%</u>
Lab Projects	<u>10</u>	<u>%</u>

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 50%. 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.

REQUIRED TEXT(S) AND EQUIPMENT

Advertising - Principles and Practice. Wells, Burnett, Moriarty, Prentice Hall. 2nd 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.

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.

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)

Lecture Date	Material Covered	Text References
January 6	Review Course Outline	
January 11	The Promotional Mix: An Overview	Ch. 3
January 13	Introduction to Advertising	Ch. 1
January 18	Social Aspects of Advertising	Pgs. 37-52
January 20	Federal Restrictions on Promotion	Handout
January 25	Other Restrictions and Guidelines	Handout
January 27	Promotional Partners: Clients, Agencies, et al.	Ch. 4
February 1	Understanding Consumer Behavior	Ch. 5 and Handout
February 3	Strategic Research	Ch. 6
February 8	Evaluative Research	Ch. 21
February 10	Strategy and Planning	Ch. 7
February 15	How Advertising Works	Ch. 8
February 17	M I D T E R M # 1	
February 22	Media Planning	Ch. 9
February 24	TV in Canada	Ch. 10 and Handout
March 1	Radio in Canada	Ch. 10 and Handout
March 3	Newspapers in Canada	Ch. 11 and Handout
March 8	Magazines in Canada	Ch. 11 and Handout
March 10	Directory and Out-of-Home Media	Ch. 17
March 22	Media Buying For Beginners	Ch. 12

COURSE OUTLINE
(continued)

Lecture Date	Material Covered	Text References
March 14-18	S P R I N G B R E A K	
March 24	The Creative Process	Ch. 13
March 29	Creating Print Advertising	Ch. 14
March 31	Creating Radio Advertising	Ch. 15
April 5	Creating TV Advertising	Ch. 15
April 7	M I D T E R M # 2	
April 12	Direct Marketing: Overview	Handout
April 14	Creating Direct Response Advertising AD files due April 12-14	Ch. 16
April 19	Sales Promotion: Overview	Ch. 18
April 21	Trade Shows and Special Events	Handout
April 26	Public Relations: Overview	Ch. 19
April 28	Public Relations in Action	Handout
April 3	Business to Business Advertising	Ch. 22
May 5	Retail Advertising	Ch. 22
May 10	Event Marketing and Sponsorships	Handout
May 12	Evolution of a Promotional Campaign	Ch. 20
May 17	International Promotion	Ch. 23
May 19	Review	
May 24-28	F I N A L E X A M W E E K	

Apr. 1-4
Easter