



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 2202

**Introduction to Marketing
Communications**

Hours/Week:	36	Total Hours:	36	Term/Level:	199920
Lecture:	6	Total Weeks:	1	Credits:	3
Lab:					
Other:					

Prerequisites: **MKTG 1102 – Essentials of Marketing**

Candidates must possess credentials for the FOUNDATIONS OF MARKETING (core course)

Course Objectives:

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

- Explain how the basic elements of the promotional mix are used within the broader discipline of marketing
- Critique promotional tactics and materials objectively on the basis of marketing, media and creative strategies.
- Describe the process that organizations use in planning and execution of the promotional campaign.
- Identify the various types of advertising and promotional efforts used by organizations.
- Apply current approaches to the principles and techniques of promotion, including direct response, advertising, public relations and event marketing.
- Develop an advertising plan based on the marketing plan of a company, using the elements of the promotional mix.

Evaluation

Final Examination	30%
Midterm Tests	20%
Quizzes	Optional
Assignments	25%
Projects / Reports	15%
Other	10%
TOTAL	100%

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterm and final exam, as well as successful completion of the course assignments.

Course Summary:

This course presents an overview of integrated marketing communications strategies; advertising, sales promotion, direct marketing, public relations/publicity and event marketing. The course is targeted at students pursuing MARKETING CERTIFICATE programs and examines in depth the advantages and importance of each promotional method as applied to marketing strategies. This course is a prerequisite for 2nd level advertising promotion courses.

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)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 2202

Introduction to Marketing Communications

Effective Date

April 1999

Instructor(s)

Anne Marie Neilson

Office No.:

Office Hours:

Phone:

Required Text(s) and Equipment

Canadian Advertising in Action by Keith Tuckwell, 4th Edition, Prentice Hall

Reference Text(s) & Recommended Equipment

Financial Post

Globe and Mail Report on Business

Marketing Magazine (Available on the Internet)

Adweek, Brand Week (Available on the Internet)

Direct Marketing (Available on the Internet)

Fast Company (Available on the Internet)

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
 2. 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.
 3. 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.)
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Session	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date