



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**

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|-------------|---|--------------|----|-------------|--------|
| Hours/Week: | 3 | Total Hours: | 36 | Term/Level: | 200010 |
| Lecture: | 3 | Total Weeks: | 12 | Credits: | 3 |

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

Course Objectives:

At the end of this course, the student will be able to:

- Explain how the fundamental elements of the promotional mix are used within the broader discipline of marketing.
 - Describe the process that organizations use in planning and execution of the promotional campaign.
 - Identify the various types of advertising and sales promotions used by organizations.
 - Apply current approaches to the principles and techniques of promotion, including direct response advertising, sales promotion, public relations, event marketing, trade shows and personal selling.
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Evaluation

| | |
|-------------------|----------------|
| Final Examination | 30% |
| Midterm Exam | 30% |
| Assignments | 30% (15% each) |
| Participation | <u>10%</u> |
| TOTAL | 100% |

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

This course presents an overview of integrated marketing communications strategies; advertising, sales promotion, direct marketing, public relations/publicity, trade promotions, event marketing, and collateral material. It is intended for students pursuing Marketing Certificate programs and examines the advantages and importance of each promotional method as applied to marketing strategies. It is the prerequisite course for 2nd level advertising and 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 g**

MKTG 2202

Introduction to Marketing Communications

Effective Date

January 2000

Instructor(s)

Lori De Cou

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Required Text(s) and Equipment

Contemporary Advertising – by William F. Arens (7th Edition)

Publisher: Irwin/McGraw-Hill

Reference Text(s) & Recommended Equipment

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

Marketing Magazine

Advertising Age

Strategy Magazine

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

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.

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.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

| Session | Outcome/Material Covered | Reference/ Reading | Assignment |
|---------|--|-------------------------------------|--------------------------|
| 1 | <ul style="list-style-type: none"> - Introduction to Marketing & Advertising - Advertising Ethics & Regulations | Chapters 1 & 2 | |
| 2 | <ul style="list-style-type: none"> - Advertising Clients - Advertising Agencies | Chapter 3 | |
| 3 | <ul style="list-style-type: none"> - Consumer Behaviour - Market Segmentation | Chapters 4 & 5 | Assign. #1 - assigned |
| 4 | - Marketing & Advertising Planning | Chapter 7 | |
| 5 | <ul style="list-style-type: none"> - Media Planning - Review for Midterm | Chapter 8 | Assign #1 - due |
| 6 | MID TERM EXAM | Chapters (1,2,3,4,5,7 & 8) | Assign #1 - returned |
| 7 | <ul style="list-style-type: none"> - Direct Marketing - Sales Promotion | Chapter 9 | |
| 8 | <ul style="list-style-type: none"> - Public Relations - Sponsorship | Chapter 10 | Assign #2 - assigned |
| 9 | - Using Print Media | Chapter 14 | |
| 10 | - Using Electronic Media (TV & Radio) | Chapter 15 | |
| 11 | <ul style="list-style-type: none"> - Using Interactive Media (Internet) - Out of Home & supplementary Media - Review for Final Exam | Chapters 16 & 17 | Assign #2 – due |
| 12 | - Final Exam | Chapters (9,10,14,15,16 & 17) | Assign #2 - returned |