



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2202**

**Introduction to Marketing Communications**

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**Effective Date**

April 1999

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**Instructor(s)**

Anne Marie Webb-Hughes

Office No.: 314

Phone: 432-8445

Office Hours: 8:30-4:30

(Messages)

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**Required Text(s) and Equipment**

Canadian Advertising in Action by Keith Tuckwell, 4<sup>th</sup> 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)

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**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.

Marketing 2202  
Week-long Schedule

DAY	MATERIAL COVERED	READING
1	The Role of Advertising and Promotion in the Marketing Process	Chapters 1
1	Advertising Agencies - Their Role, Services, and Other Marketing Communications Organizations  Market Segmentation and Positioning <ul style="list-style-type: none"> <li>• exercise for Tuesday :  <a href="http://www.Goldfarbconsultants.com">www.Goldfarbconsultants.com</a> </li> <li>•</li> </ul>	Chapters 2&3
2	Consumer Behavior (Consumer responses to adv messages ) The Communication Process Communication Channel Factors	Chapters 4,
2	Creating the Advertising plan, and the creative plan	Chapter 5,6,7
3	Midterm quiz	All above
3	Sales Promotion Public Relations Corporate Advertising Direct Marketing	Chapter 14 & 13
4	Budgeting and the Media Plan Media Planning and Strategy Broadcast Media Print Support Media Outdoor Media	Chapters 9,10,11, &12
5	Final Presentations	Case studies