



SEP 09 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:	3	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

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

Final Examination	30%
Midterm Examination	20%
Assignments/Projects/ Reports	40%
Other	<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 and corporate sponsorship. The course is targeted at students pursuing the MARKETING CERTIFICATE AND DIPLOMA programs and examines in depth the advantages and importance of each promotional method as applied to marketing communication strategies. This course is a prerequisite for 2nd level advertising promotion courses.

Course Record

Developed by:	<u>Susan O'Connor</u> Instructor Name and Department (signature)	Date:	<u>September 1999</u>
Revised by:	<u></u> Instructor Name and Department (signature)	Date:	<u></u>
Approved by:	<u>Morie Shacker</u> Associate Dean (signature)	Start Date:	<u>September 1999</u>



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

April 2000

Instructor(s)

Susan O'Connor

Office No.:

Office Hours:

Phone: 730-1508

Required Text(s) and Equipment

Contemporary Advertising – by Arens (7th Edition), Publisher: IRWIN

Reference Text(s) & Recommended Equipment

Financial Post

Globe and Mail Report on Business

Marketing Magazine (Available on the Internet and in stores.)

Adweek, Brand Week (Available on the Internet and in stores.)

Direct Marketing (Available on the Internet and in stores.)

Fast Company (Available on the Internet and in stores.)

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 Text Chapters	Date
1	DIMENSIONS OF ADVERTISING; ECONOMIC, SOCIAL AND REGULATORY ASPECTS OF ADVERTISING	1,2	09/14/99
2	SCOPE OF ADVERTISING; MARKETING AND CONSUMER BEHAVIOUR	3, 4	09/21/99
3	MARKETING SEGMENTATION AND THE MARKETING MIX	5	09/28/99
4	INFORMATION GATHERING: MARKETING AND ADVERTISING PLANNING	6, 7	10/05/99
5	PLANNING MEDIA STRATEGY	8	10/12/99
6	MID-TERM EXAM		10/19/99
7	DIRECT MARKETING, PERSONAL SELLING, AND SALES PROMOTION	9	10/26/99
8	SALES PROMOTION (CONT), PUBLIC RELATIONS, SPONSORSHIPS, AND CORPORATE ADVERTISING	9, 10	11/02/99
9	CREATIVE STRATEGY, PROCESS AND EXECUTION	11, 12	11/09/99
10	PRODUCING AND USING ADS FOR PRINT, ELECTRONIC, AND DIGITAL MEDIA	13, 14, 15	11/16/99
11	DIGITAL MEDIA, DIRECT MAIL, OUT- OF-HOME, EXHIBITIVE AND SUPPLEMENTARY MEDIA	16, 17	11/23/99
12	FINAL EXAM		11/30/99