



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

Prerequisites:

MKTG 1102 – Essentials of Marketing

Course Objectives:

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

1. Reinforce their understanding of the strategic marketing process as it pertains to the planning and execution of an integrated promotional marketing campaign.
 2. Examine how advertising, sales promotion, public relations, direct marketing and event marketing are used within the broader discipline of marketing.
 3. Understand the structure of an advertising or advertising department.
 4. Develop basic strategic media planning as it relates to the different elements of the promotional mix.
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Evaluation

Midterm #1	20%
Midterm #2	20%
Final Exam	20%
Group Projects	30%
Other, Attendance, Participation	<u>10%</u>
TOTAL	100%

The marks for projects, attendance and participation are at the discretion of the individual instructor. The nature of the assignments and breakdown of marks will be provided by the instructor at the beginning of the first session.

Course Summary:

This course presents an overview of integrated marketing communication strategies; advertising, sales promotion, direct marketing, event marketing, publicity, trade shows & public relations. 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**

MKTG 2202

Introduction to Marketing Communications

Effective Date

April 1999

Instructor(s)

Laureen Block

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

Advertising - Principles and Practices - William Wells, John Barnett, Sandra Moriarty
Prentice Hall, 1992

Fundamentals of Marketing, 7th Edition - Sommers, Barnes, Stanton

Supplementary Reading:

Marketing Magazine

Advertising Age

Ad Week

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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Class/ Number	Outcome/Material Covered	Reference/ Reading
1	Overview and process of Integrated Marketing Communications Target Markets Consumer Behaviour	Ch. 1 & 2 Ch. 4 Ch. 5
2	Midterm #1 Product Adoption Overview of Advertising Management Creative Strategy	Ch. 1,2,4 & 5 Ch. 7 Ch. 9 Videos
3	Analysis of Media Direct Marketing Group Project Work	Ch 12 Ch. 14
4	Midterm #2 Sales Promotion Management Trade Promotions Group Project Work	Ch. 7,9,12 & 14 Ch. 16 Ch. 17
5	Consumer Promotions POP, Branding & Packaging Public Relations and Sponsorship Marketing	Ch. 18 Ch. 19 Ch. 20
6	FINAL EXAM Group Project Presentations	