



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: | 36 | Total Hours: | 36 | Term/Level: | 2000 |
| Lecture: | 6 | Total Weeks: | 1 | Credits: | 3 |

Prerequisites: MKTG 1102 – Essentials of Marketing**Candidates must possess credentials for the FOUNDATIONS OF MARKETING (core course) e.g MKTG 1102 at BCIT****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.

Evaluation

| | |
|-------------------|------|
| Final Examination | 30% |
| Midterm Tests | 20% |
| Major Projects | 25% |
| Assignments | 15% |
| Other | 10% |
| TOTAL | 100% |

*Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can e 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.***

ATTENDANCE:

Regular attendance is required. Students must attend at least 90% 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 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

June 2000

Instructor(s)

Peter Mitchell

E mail pmitchel@bcit.ca

Office No.: SE6 312

Office Hours:

Phone : 451-6767

Required Text(s) and Equipment

Contemporary Advertising - William F. Arens

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)

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 | Due Date |
|---------|--|---|--|----------|
| JUNE 19 | The Dimensions of Advertising Regulatory Aspects of Advertising in Canada Agency and Client Organisations Marketing and Consumer Behaviour, The Foundations of Advertising | TEXT CHAPTER 1,3,4 Plus Notes to Replace Chapter 2 | MAJOR PROJECT HANDOUT WWW.GOLDFARB CONSULTANTS.CO VALS | JUNE 20 |
| JUNE 20 | Market Segmentation and the Marketing Mix Information Gathering: Inputs to Advertising Planning Marketing and Advertising Planning | 5 6 7 | Study for Midterm INTERNET ASSIGNMENT | JUNE 21 |
| JUNE 21 | Mid Term Exam Planning Media Strategy Relationship Building: Direct Marketing, Personal Selling & Sales Promotion Relationship Building: PR, Sponsorship and Corporate Advertising | 8 9 and Notes 10 and Notes | Internet Assignment Discussion Following Midterm Preparation of Final Report | |
| JUNE 22 | Creative Strategy and The Creative Process Creative Execution, Art and Copy Using Print Media Using Electronic Media Miscellaneous Media | 11 12 14 15 17 | IN CLASS CASE ASSIGNMENT Preparation of Final Report | |
| JUNE 23 | The "One -to-One" Future Internet Marketing, E commerce Principles FINAL EXAM (At Approximately 2:00 P.M) | 16 Plus Notes | MAJOR PROJECT HAND IN (Beginning of Class) | |

Marketing 2202 Introduction to Marketing Communications
June 19 to 23, 2000

Reports, Exams and Assignments for Course

1. **MAJOR REPORT** Using the outline of the advertising plan provided, you are to choose an ad (TV, Radio, newspaper, magazine, Internet, Direct Mail). Within the framework of the advertising plan you will submit your evaluation of this ad by working backward through the plan stages to arrive at what you believe are the strategies and objectives of the ad. The report is due Friday morning when you arrive for class. **Failure to submit the report will result in a failure in the course.**
2. **ASSIGNMENT 1** On Monday, after class, you will access www.goldfarbconsultants.com and <http://future.sri.com/VALS/VALSindex.shtml> and participate in the surveys available to you. On Tuesday morning, you will submit a printout of the profile that you created from www.goldfarbconsultants.com with a brief discussion (no more than 200 words), as to whether you think the profile is a real reflection of you. Keep a copy as we will discuss this in the discussion on "Information Gathering".
3. **ASSIGNMENT 2** On Tuesday, I will have you choose a Web site which you are to investigate on Tuesday night. The results of this will be discussed after the midterm on Wednesday, during the discussion on "promotion". The assignment is to find a "Consumer Promotion" on the web site and provide a brief outline of what it comprises and accompany this with a copy of the Web page.
4. **Midterm exam** is scheduled for 9:00A.M Wednesday.
5. **In Class Case Study:** Thursday - Time permitting we will evaluate a business case focused on advertising and promotion.
6. **Final Exam** is scheduled for 2:00 P.M on Friday June 23.