



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:	200020
Lecture:		Total Weeks:	1	Credits:	3

---

**Prerequisites:**

**MKTG 1102 – Essentials of Marketing**

---

**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 their strengths and weaknesses.
- 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, sales promotion and event marketing.

Develop promotional plan based on the marketing plan of a company, using the elements of the promotional mix.

---

**Evaluation**

Quizzes	40%
Term Project	30%
Project Presentation	10%
Participation	20%

---

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 event marketing. The course is targeted at students pursuing MARKETING CERTIFICATE AND DIPLOMA programs and examines in depth the advantages and importance of each promotional method as applied to marketing strategies. This course is a prerequisite for 2<sup>nd</sup> 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**

APRIL 2000

---

**Instructor(s)**

Anne Marie Webb-Hughes

Office No.: 432-8445

Phone:

---

**Required Text(s) and Equipment**

Contemporary Advertising – by Arens (7<sup>th</sup> Edition), Publisher: IRWIN

**Reference Text(s) & Recommended Equipment**

National Post

Globe and Mail Report on Business

Marketing Magazine (Available on the Internet)

Strategy 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
1	Marketing and Advertising In-class assignment: Fudge Promotional Plan Advertising Agencies Consumer Behaviour Video: Harry Rosen	Ch 1  Ch 2 Ch 4
2	Quiz #1 Market Segmentation Marketing Planning Video: Starbucks Direct Marketing (bring direct mail to class)	Ch 1,2,4 Ch 5 Ch 7  Ch 9
3	Quiz #2 Sales Promotion (bring sales promo items for a contest) Project Work Electronic Media	Ch 7,9 Ch 9  Ch 15
4	Quiz #3 Out-of-home Media Interactive Media Term Project Class time	Ch 9,15 Ch 17 Ch 16
5	Public Relations (be prepared to debate!) Print Media Study Time Final Quiz Presentations of project	Ch 10 Ch 14  Ch 10,16,17