



SEP 09 2003

Course Outline **Part A**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

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 internet marketing.

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

Evaluation

Quizzes (2)	50%
Term Project Presentation	30%
Participation	20%
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% (**4 days out of the five**) of all classes unless other arrangements are made with the instructor(s). Failure to do so will result in the student being prevented from completing the course.

Please note - this is an extremely heavy and complex course. Do all of your reading prior to coming to the course, and bring in material for Adfiles #1 to your first class.

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 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

August/ 2000

Instructor(s)

Anne Marie Webb-Hughes

Office No: SE6 314

Phone: .. 432-8445

Required Text(s) and Equipment

Contemporary Advertising – by Arens (7th Edition), Publisher McGraw Hill

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	<p>Note Please Ensure That You Have Read The First 4 Chapters Prior To This Class, And That You Have Read And Brought Material To Work On For Adfile #1 As Given To You In This Outline.</p> <p>Subjects:</p> <p>Marketing and Advertising. The Communication process. The promotional mix. Types of advertising. The client and the agency. Class assignment: groups chosen and orientation of presentation Video: Harry Rosen Ad File #1 discussion</p>	Read Chapters 1 - 4
2	<p>Market Segmentation and Marketing Planning Video: Starbucks Ad file one - work and preparation/ in-class presentation Hand out Ad File #2</p>	Chapters 5,7,8
3	<p>Quiz #1 25% chapters 1,2,3,4,5,7,8 Subjects: Direct Marketing and Data-base Marketing Sales Promotion Public Relations / Publicity Electronic Media Videos: Bathroom Ad Guys / Telemarketing</p>	Chapter 9, 10, and 16
4	<p>Print media / Broadcast media Out-of-home Media Interactive Media Term Project Class time In-class presentation of ad file #2</p>	Chapters, 11,12,14,15,
5	<p>Final Quiz 25% Preparation time for presentations Presentations of project</p>	All above

Mktg. 2202 :

Chapt 1

What is advertising? Pages 6, 9, 13

Communication process

Marketing

Consumer markets

Promotional mix elements Pages 17 - 19

Chapt 2

Deceptive 50

Unfair 64 - 66

Subliminal

Trademarks, Patents, copyrights 68 - 69

Chapt 3

Types of advertising

IMC 84 -

Co-op advtg

Agencies - types functions 92 - 98

Media types 111 - 114

Chapt 4

Motivation process 136 - 146

Chapt 5

Segmentation

Primary demand

Product life cycle implications on promotion 161 - 166

Chapt 7

Mktg plan 212 - 217

Advtg Plan 226 - 229

Chapt 8

Media planning 252 - 258

Chapt 9

Direct Mktg 281

D. Response Advtg 284, 289

Sales Promotion etc. 285 - 305

Chapt 10

P.R. and publicity 310 - 319

Chapt 11
Creative : Appeals 346 - 349

Chapt 12
Headlines, body copy, etc 382 - 384
Testimonials 396
Jingles 397

Chapt 14
Print-
Buyers
Types and usage of Magazine
And Newspapers
And Pros and Cons of each ALL

Chapt 15
Broadcast- 486
Types of TV
Advertising / Buying process,
By day part
Radio (same) 496-497

Chapt 16
Interactive / Digital / Direct Mktg ALL

MY LECTURE NOTES!
e- business:
e-commerce, internet Mktg, Relationship Mktg
issues on the net
Web - advertising - types and purposes

Chapt 17

Outdoor- ALL

Billboards, Bulletins, Transit,
Posters, Specialty Advertising

Uses; Pros and Cons; GRP's Measurement

120 questions T/F , Multiple Choice , Definition matching

50% cumulative 50% from last midterm

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Creative : Appeals 346 - 349

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Headlines, body copy, etc 382 - 384
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AD FILE # 1 TYPES OF ADVERTISING

Due : _____

DEFINITION OF ADVERTISING :

Advertising can be defined as “ *Paid nonpersonal communication from an identified sponsor using mass media to persuade, or influence an audience.* ”

Using this definition of advertising, collect ads for the following advertising types. While print ads from newspapers and magazines or direct mail ads are the easiest to include because they can be photocopied, try to also include ads from radio, television, outdoor, computer, or other types of advertisements. To collect these ads, you need to write a description of each one or draw a rough sketch to convey its meaning.

1 Collect one of each of the following types of ads (refer to the definition of each when selecting the ad).

2 Write a brief description of why this ad fits into the type of ad you have selected it for. (i.e., pick out the features of the ad that identify it as either a brand ad, or retail ad, etc.) Organize your ad file with one page for each type of ad. Label it so it is clear to see which type of ad you believe it to be. Keep it in order as listed .

There are eight basic types of advertising:

BRAND ADVERTISING

RETAIL ADVERTISING

POLITICAL ADVERTISING

DIRECTORY ADVERTISING

DIRECT - RESPONSE ADVERTISING

BUSINESS TO BUSINESS ADVERTISING

INSTITUTIONAL ADVERTISING

PUBLIC SERVICE ADVERTISING

TYPES OF ADVERTISING

Advertising is complex because so many diverse advertisers try to reach so many different types of audiences. There are eight basic types of advertising.

Brand Advertising. The most visible type of advertising is *national consumer advertising*. Another name for this is *brand advertising*, which focuses on the development of a long-term brand identity and image. It tries to develop a distinctive brand image for a product.

Retail Advertising. In contrast, *retail advertising* is local and focuses on the store where a variety of products can be purchased or where a service is offered. The message announces products that are available locally, stimulates store traffic, and tries to create a distinctive image for the store. Retail advertising emphasizes price, availability, location, and hours of operation.

Political Advertising. *Political advertising* is used by politicians to persuade people to vote for them and therefore is an important part of the political process in the United States and other democratic countries that permit candidate advertising. Although it is an important source of communication for voters, critics are concerned that political advertising tends to focus more on image than on issues.

Directory Advertising. Another type of advertising is called *directional* because people refer to it to find out how to buy a product or service. The best-known form of *directory advertising* is the *Yellow Pages*, although there are many different kinds of directories that perform the same function.

Direct-Response Advertising. *Direct-response advertising* can use any advertising medium, including direct mail, but the message is different from that of national and retail advertising in that it tries to stimulate a sale directly. The consumer can respond by telephone or mail, and the product is delivered directly to the consumer by mail or some other carrier.

Business-to-Business Advertising. *Business-to-business advertising* includes messages directed at retailers, wholesalers, and distributors, as well as industrial purchasers and professionals such as lawyers and physicians. Business advertising tends to be concentrated in business publications or professional journals.

Institutional Advertising. *Institutional advertising* is also called *corporate advertising*. The focus of these messages is on establishing a corporate identity or on winning the public over to the organization's point of view.

Public Service Advertising. *Public service advertising (PSA)* communicates a message on behalf of some good cause, such as stopping drunk driving (MADD) or preventing child abuse. These advertisements are created for free by advertising professionals, and the space and time are donated by the media.

As you can see, there isn't just one kind of advertising; in fact, advertising is a large and varied industry. All of these areas demand creative, original messages that are strategically sound and well executed. In the chapters to come, all of these types of advertising will be discussed in more depth.

AD FILE # 2
SALES PROMOTION

Due _____

DEFINITION:

(Advertising Principles and Practice)

"Those marketing activities that add value to the product for a limited period of time to stimulate consumer purchasing and dealer effectiveness."

(Contemporary Advertising description) :

" A direct inducement offering extra incentives all along the marketing route - from manufacturer through distribution channels to customers - to accelerate the movement of product from the producer to the consumer."

From the above definitions, select and **collect** an example of each of the list of sales promotions below . Give a brief explanation of why it fits the definition .

Arrange your selections in the order of the list attached, and use one page per example. Give each page a heading of what sales promotion it is.

CENTS OFF PROMOTION (DEAL)
PRICE PACK (bundled) DEAL
MANUFACTURERS SPONSORED COUPON
RETAILER SPONSORED COUPON
CONTEST
SWEEPSTAKES
REFUND
REBATE
PREMIUM (in - pack , or on - pack)
FREE - IN - THE - MAIL PREMIUM (OR COUPON)
TRIAL / -SAMPLE
CONTINUITY PREMIUM (PROMOTION)