



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: BUSINESS

Program: MARKETING MANAGEMENT

Option: PART TIME STUDIES

Course Outline

MKTG
Course No. 2202

**INTRODUCTION TO MARKETING
COMMUNICATIONS**

Start Date: JANUARY 13, 1999

End Date: MARCH 31, 1999

Total Hours: 36

Course Credits: 3.0

Hours per week: 3

Total Weeks: 12

Term/Level: ALL

INSTRUCTOR: PETER MITCHELL

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PREREQUISITES: MARKETING 1102

Candidates must possess credentials for the FOUNDATIONS OF MARKETING (core course)

Course Description and Goals:

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 and promotion courses.

COURSE TEXT: CANADIAN ADVERTISING IN ACTION (FOURTH EDITION, KEITH TUCKWELL)

RECOMMENDED READING: 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 Learning Outcomes:

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.
- DEVELOP AN ADVERTISING PLAN BASED ON THE MARKETING PLAN OF A COMPANY, USING THE ELEMENTS OF THE PROMOTIONAL MIX.

Evaluation:

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar.

Students who successfully pass the course will have missed no more than two classes, will have passed the mid term and final exam on a cumulative basis and will have completed all course projects.

Students whose outside activities make it difficult for them to be on time for class are urged to seek other course offerings where the student's schedule can be adjusted to meet course requirements e.g. Saturdays.

Mark Allocation for this course is as follows:

Mid Term Exam:	30%
Final Exam:	40%
Major Project:	15%
Class Participation:	15%

WEEK/ LECTURE NUMBER	MATERIAL COVERED	REFERENCE	ASSIGNMENT	DUE DATE
1	ADVERTISING OVERVIEW, EVOLUTION, TYPES AND ISSUES, SOCIAL AND ETHICAL ASPECTS ADVERTISING MANAGEMENT, THE CLIENT AND AGENCIES	TEXT CHAPTER 1,2,3		
2	MARKET SEGMENTATION, CONSUMER BEHAVIOUR, POSITIONING STRATEGIES	4		
3	THE MARKETING AND ADVERTISING PLAN	5		
4	CREATIVE PLANNING	6,7		
5	SALES PROMOTION	14		
6	MID TERM EXAM		MAJOR PROJECT HAND OUT	
7	PUBLIC RELATIONS/ PUBLICITY AND EVENT MARKETING	14		
8	DIRECT MARKETING AND DATA BASE MARKETING	13		
9	MEDIA PLANNING, PROCESS AND BUDGET	9		
10	PRINT AND BROADCAST	10,11		
11	BUSINESS TO BUSINESS	15	MAJOR PROJECT SUBMISSION	MARCH 24