

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**COURSE OUTLINE**COURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONSCOURSE NUMBER MKTG 2202 DATE JANUARY 1999Prepared by Laureen Block Taught to Part Time StudiesSchool Business Date Prepared February 1998Term ALL Hrs/Wk 6 Credits 3No. of Weeks 6 Total Hours 36

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**PREREQUISITES**

MKTG 1102 - Essentials of Marketing

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**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	10 %

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.

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## **REQUIRED TEXT(S) AND MATERIALS**

Canadian Advertising in Action - by Keith Tuckwell - 4<sup>th</sup> Edition - Prentice Hall

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## **REFERENCE TEXTS & 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

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## **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.

SESSIONS	MATERIAL COVERED	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	