

COURSE OUTLINE

SEP 18 2003

COURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONSCOURSE NUMBER MKTG 2202DATE APRIL 1996Prepared by School of BusinessTaught to Part Time StudiesSchool BusinessDate Prepared JUNE 1995Term ALLHrs/Wk 3Credits 3No. of Weeks 12Total Hours 36**PREREQUISITES**

MKTG 1102 - Essentials of Marketing

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.

EVALUATION

Final Examination	30 %
Mid Term	30 %
Projects	30 %
Other	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.

REQUIRED TEXT(S) AND MATERIALS

Advertising + Promotion - Belch & Belch 3rd Ed. - IRWIN
Advertising - Principles and Practices - William Wells, John Brnett, Sandra Moriarty
Prentice Hall, 1992

This text is also used in MKTG 3322 - Promotional Strategies and serves as a key reference text in other promotional courses such as MKTG 3218 - Introduction to the Media

REFERENCE TEXTS & RECOMMENDED EQUIPMENT

Fundamentals of Marketing, 7th Edition - Sommers, Barnes, Stanton

Supplementary Reading:
Marketing Magazine
Advertising Age
Ad Week

COURSE SUMMARY

This course presents an overview of promotional 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.

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(continued)

SESSIONS	MATERIAL COVERED	READING
1	Marketing process <i>ROLE OF AD & PROM.</i> The Consumer Audience	Chapters 3 & 5 <i>1 & 2</i> 1 & 2
2	Strategic Research <i>Situation Analysis</i> Strategic Planning	Chapters 6 & 7 <i>3 - 4 & 5</i>
3	Advertising Agencies <i>COMMON MARKETING PROCESS</i> How Advertising Works	Chapters 4 & 8 <i>6 & 7</i>
4 & 5	Advertising Media <i>Establishing Objectives</i>	Chapters <i>5 & 6</i> 9 - 12 5 & 6
5.	<i>Creative Strategy</i>	<i>Chapters 10 & 11</i>
6	QUIZ	
7	<i>7 & 8</i> Creative side of Advertising <i>ADVERTISING MEDIA</i>	Chapter 13 - 15 13 & 14
8	Direct Marketing	Chapter 16 <i>12 - 13 - 14 - 15</i>
9	Sales Promotion <i>Direct Marketing</i>	Chapter 16
10	Public Relations <i>Sales Promotion / Publicity / PR</i>	Chapters <i>17 & 18</i> 19 Material
11	Campaigns <i>Measuring the Effectiveness</i>	Chapter 20
12	Final Exam	

Chpts 19 - 21 - 22 - 23 & 24 will not be covered.