

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONSCOURSE NUMBER MKTG 2202 DATE JANUARY 1997Prepared by School of Business Taught to Part Time StudiesSchool Business Date Prepared JUNE 1995Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total 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.
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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, Introduction
by Belch & Belch - Publisher: Irwin 3rd Edition

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

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

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	The Role of Advertising and Promotion in the Marketing Process	Chapters 1 & 2
2	Advertising Agencies - Their Role, Services, and Other Marketing Communications Organizations. Market Segmentation and Positioning	Chapters 3 & 5
3	Consumer Behavior (Consumer responses to adv messages) The Communication Process	Chapters 4, 6 & 7
4	Establishing the Advertising and Promotional Objectives The Budgeting Process	Chapters 8 & 9
5	Planning and Development of the Creative Strategy Execution and Evaluation of the Creative Strategy	Chapters 10 & 11
6	MID TERM QUIZ	
7 & 8	Media Planning and Strategy Broadcast Media Print Support Media	Chapters 12,13,14 & 15
9	Direct Marketing	Chapter 18
10	Sales Promotion Public Relations Corporate Advertising	Chapters 17 & 18
11	Measuring Effectiveness of Promotions	Chapter 20
12	FINAL EXAM	

Chapters 19, 21-22-23-24 - will not be covered in this course.

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(continued)

SESSIONS	MATERIAL COVERED	READING
1	Overview of Promotion, and Integrated Marketing Communications	Chapters 1 &2
2	Environmental and Ethical issues. Target Market Elements of Marketing Communications	Chapters 3 & 4
3	The Communication process : Behavioral Foundations, Persuasion , Influence and Product Adoption	Chapters 5, 6 & 7
4	Overview of Advertising Management. Creative Strategy and Message Appeals	Chapters 9, 10 & 11
5	Assessing Advertising - Media and Message Research Methods	Chapter 15
6	Mid Term Quiz	
7	Advertising Media and Media Strategy	Chapters 12 & 13
8	Personal. Selling Fundamentals Sales Promotion Management	Chapters 8 & 16
9	Consumer and Trade Promotions	Chapters 17 & 18
10	Direct Advertising and DataBase Marketing	Chapter 14
11	POP Communications - Packaging and Branding Public Relations and Sponsorship Marketing	Chapters 19 & 20
12	FINAL EXAM	

Required Text and Materials

Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications

**Terence A. Shimp - Publisher : The Dryden Press
Fourth Edition**