

COURSE OUTLINECOURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONSCOURSE NUMBER MKTG 2202 DATE APRIL 1998Prepared by School of Business Taught to Part Time StudiesSchool Business Date Prepared September 1997Term 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

Individual Projects	25 %
Individual Projects	25 %
Group Projects	40 %
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.

REQUIRED TEXT(S) AND MATERIALS

Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications

by Terence A. Shimp - Publisher: The Dryden Press (Fourth Edition)

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 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.

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(continued)

SESSIONS	MATERIAL COVERED	READING
1	Overview of Promotion, and Integrated Marketing Communications	Chapters 1 & 2
2	Target Market Elements of Marketing Communications and Buyer Behaviour	Chapters 4 & 5
3	The Communications Process: Behavioural Foundations, Persuasion, Influence and Product Adoption	Chapters 6 & 7
4	Overview of Advertising Management. Creative Strategy	Chapters 9 & 10
5	Message Appeals Media and Message Research Methods Individual Paper Due	Chapters 11 & 15
6	Advertising Media and Media Strategy	Chapters 12 & 13
7	Group Projects	
8	Personal. Selling Fundamentals Sales Promotion Management	Chapters 8 & 16
9	Consumer and Trade Promotions Individual Paper Due	Chapters 17 & 18
10	Direct Advertising and DataBase Marketing	Chapter 14
11	POP Communications - Packaging and Branding Public Relations and Sponsorship Marketing Environmental and Ethical Issues	Chapters 19 & 20 3
12	Group Project Paper, Presentation Due	