



SEP 08 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing Communications
Option: Introduction to Marketing Communications
Taught to: Part Time Studies

MKTG
Course Outline for: 2202

Date: Fall 1998

Hours/Week:	3	Total Hours:	36	Term:	ALL
Lecture:	2	Total Weeks:	12	Credits:	3.0
Lab:	1				
Other:					

Instructor: Anne Marie Neilson

Office No:	SE6 314	Phone:	432 - 8445
E-mail:	aneilson@bcit.bc.ca	Fax:	439 - 6700

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
Changes by	10:30 - 11:20	9:30 - 10:20	11:30 - 1:00	8:30 - 9:20	
instructor	1:30 - 2:20	1:30 - 2:20			

Prerequisites : MKTG 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, trade promotions, event marketing, and collateral material. 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.

Prior Learning Assessment Method

Evaluated by BCIT faculty advisors and based upon the related courses taken and / or level of experience of the candidate.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects.

Final Examination	% 30
Midterm Tests	% 20
Quizzes	% optional
Assignments	% 25
Projects/Reports	% 15
Other	% 10

Course Learning Outcomes

At the end of this course, the student will be able to:

- Explain how the fundamental elements of the promotional mix are used within the broader discipline of marketing
- Critique promotional activities and materials objectively on the basis of marketing, media, and creative strategies
- Describe the process that organizations use in the planning and execution of the promotional campaign
- Identify the various types of advertising and sales promotions used by organizations
- Apply current approaches to the principles and techniques of promotion, including direct response advertising, sales promotion, public relations, event marketing, trade shows and personal selling
- Develop an advertising plan based on the marketing plan of a company, using the elements of the promotional mix



Course: 2202

Course Record

Developed by:	_____	Date:	_____
	Instructor		
Revised by:	_____	Date:	_____
	Instructor		
Approved by:	_____	Date:	_____
	Associate Dean		

Instructor

Office No:	Phone:
E-mail:	Fax:

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
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Text(s) and Equipment Required:

Canadian Advertising in Action (Fourth Edition, Keith Tuckwell)

Reference or Recommended Material :

Marketing Magazine, Advertising Edge, (available in BCIT's library)

Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *Ethics:* BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- *Illness:* A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

To be covered by the instructor of the course



* This schedule is subject to change at the discretion of the instructor.

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 the agencies	Text Chapter 1 2,3	To be decided by the instructor for the course	
2	Market Segmentation, Consumer Behavior, and Positioning Strategies	4		
3	The Marketing and Advertising Plan	5		
4	Creative Planning: Objectives and Strategies What makes a great ad? Creative Execution	6,7		
5	Sales Promotion Types and purposes	14		
6	Mid Term Quiz			
7	Public Relations / Publicity and Event Marketing	14		
8	Direct Marketing, Direct Mail And Data Base Marketing	13		
9	Media Planning The budget, and the process	9		
10	Print and Broadcast	10,11		
11	Business to Business and Global Marketing	15		
12	Final Exam			