

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME INTRODUCTION TO MARKETING COMMUNICATIONSCOURSE NUMBER MKTG 2202 DATE SEPTEMBER 1998Prepared by Susan O'Connor Taught to Part Time StudiesSchool Business Date Prepared September 1998Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1102 - Essentials of Marketing

Candidates must possess credentials for the Foundations of Marketing (core course)

COURSE OBJECTIVES

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.

EVALUATION

Group Project #1	30 %
Group Project #2	30 %
Group Project #3	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.

REQUIRED TEXT(S) AND MATERIALS

Canadian Advertising in Action - Keith Tuckwell - 4th Edition - Prentice Hall/Publisher

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

Advertising Edge (available in BCIT's library)

COURSE SUMMARY

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 disciplines of marketing
- 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 for promotions, 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.

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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.

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(continued)

SESSIONS	MATERIAL COVERED	READING
1	Overview of Promotion, and Integrated Marketing Communications	
2	Social and Ethical Issues Business Planning INTRODUCTION DUE	Chapter 3 & 5
3	Market Segmentation, Consumer Behaviour and Target Markets	Chapter 4
4	Communication Process, Buyer Behaviour and Product Adoption/Diffusion INTERIM REPORT #1 DUE	
5	Overview of Advertising Management Advertising, The Client, The Agency and Budgeting	Chapters 1,2,3 & 9
6	Creative Advertising Strategy and Creative Execution INTERIM REPORT #2 DUE	Chapters 6 & 7
7	Major Advertising Media-Print, Broadcast, Out-of-Home, Electronic, Special Purpose and Retail	Chapters 10,11,12 13 & 16
8	Media Strategy & Research	Chapters 8 & 9
9	Sales Promotion Management Trade and Consumer Promotions	Chapters 14
10	Direct Advertising, DataBase Marketing	Chapter 13
11	Public Relations and Sponsorship Marketing	Chapter 14
12	FINAL REPORT & PRESENTATION DUE	