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British Columbia Institute of Technology
School of Business
Program: Marketing Communications
Option: Introduction to Marketing Communications
Taught to: Part-Time Studies

Course: MKTG2202

Date: Winter 1999

Instructor: Lori De Cou

Phone: 944-0227 (work) 469-5569 (home)

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Prerequisites: MKTG1102

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.

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 midterm and final exam, as well as successful completion of the course assignments.

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|--------------------|----------------|
| Final Examination: | 30% |
| Midterm Exam | 30% |
| Assignments | 30% (15% each) |
| Participation | <u>10%</u> |
| | 100% |

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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
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Text Required:

Canadian Advertising in Action (Fourth Edition, Keith Tuckwell)

COURSE OUTLINE: MKTG2202**INSTRUCTOR: LORI DECOU**

| WEEK/DATE | MATERIAL COVERED | REFERENCE | ASSIGNMENTS |
|-----------------|---|--------------------|-------------------|
| WK 1 Jan 11 | - Introduction, Course Overview - Advertising Overview | Chapter 1 | - |
| WK 2 Jan 18 | - Client & Agency Relationship - Video-Harry Rosen (10min) | Chapter 2&3 | Assign#1-assigned |
| WK 3 Jan 25 | - Market Segmentation - Consumer Behavior, Positioning Strategies - Video-Edge Marketing(7min) | Chapter 4 | |
| WK 4 Feb 1 | - The Marketing & Advertising Plan | Chapter 5 | |
| WK 5 Feb 8 | - Creative Planning: Objectives & Strategies - Review for Midterm - Video-Radio Shack(12min) | Chapter 6 | Assign#1-due |
| WK 6 Feb 15 | - Midterm | Chapters 1 thru 6 | Assign#1-returned |
| WK 7 Feb 22 | - Media Planning & Budgets | Chapter 9 | |
| WK 8 Mar 1 | - Print Media & Broadcast Media | Chapters 10 & 11 | Assign#2-assigned |
| WK 9 Mar 8 | - Out of home media - Direct Response - Videos-Ad Guys/Telemarketing(13min) | Chapters 12 & 13 | |
| WK 10 Mar 15 | - Sales Promotion (Trade & Consumer) | Chapter 14 | |
| WK 11 Mar 22 | - Public Relations & Event Marketing - Review for Final | Chapter 14 | Assign#2-due |
| WK 12 Mar 29 | - Final Exam | Chapters 9 thru 14 | Assign#2-returned |