

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME PROMOTIONAL MARKETING

COURSE NUMBER MKTG 2202 DATE AUGUST 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. 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	<u>30</u> %
Mid-Term	<u>30</u> %
Projects	<u>30</u> %
Other (1) attendance and	<u>10</u> %
(2) participation	____%
(3)	____%

REQUIRED TEXT(S) AND MATERIALS

Advertising - Principles and Practices
William Wells, John Burnett, Sandra Moriarty - Prentice Hall, 1992

This text is also used in MKTG 3322 - Advertising Strategies and serves as a key reference text in other promotional courses such as MKTG 3218 - Intro to the Media and MKTG 3427 - Creative Advertising Design

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Fundamentals of Marketing
by: Sommers-Barnes-Stanton

Supplementary Reading:
 Marketing Magazine
 Advertising Age
 Ad Week

COURSE SUMMARY

This course presents an overview of the promotional elements of marketing. Topics include: advertising, sales promotion, direct marketing, event marketing and 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. This is a principles course with an integrated approach to promotional marketing. It is the prerequisite course for 2nd level advertising and promotion courses.

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(continued)

WEEK LECTURE OR LAB NUMBER	Material Covered	TEXT READING
1	Marketing process The Consumer Audience	Chapters 3 & 5
2	Strategic Research Strategic Planning	Chapters 6 & 7
3	Advertising Agencies How Advertising Works	Chapters 4 & 8
4 & 5	Advertising Media	Chapter 9, 10, 11, 12
6	QUIZ	
7	 Creative side of Advertising	Chapter 13 ¹⁴ - 15
8	Direct Marketing	Chapter 16
9	Sales Promotion	Chapter 18
10	Public Relations	Chapter 19
11	Campaigns	Chapter 20
12	Final Exam	