



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 3322****Promotional Strategies**

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

Prerequisites:**MKTG 2202 – Introduction to Marketing Communications****Course Objectives:**

This course will allow the student to learn the fundamentals of the communications planning process. It will provide practical exposure to the integration of the elements of the marketing mix into a coordinated marketing communications plan. During this course the student will develop a case study utilising creative, media and promotional strategies. This course is for those who have a basic understanding of promotional marketing and want to learn to apply it to a practical situation. The course is directed at those involved in advertising on both the agency and client sides. It will also be of interest to those who are seeking to experience the practical applications of the theories of advertising and sales promotion.

Evaluation

Attendance / Participation	10%
Assignments	30%
Mid Term	30%
Group Presentation	<u>30%</u>
TOTAL	100%

Course Summary:

Students will learn to apply the elements of the marketing mix to a real case. They will prepare a situation analysis, and identify the relevant objectives and strategies for their case including creative plan, media plan and sales promotion plan.

They will also develop specific creative solutions for the case and be prepared to present the last week of the course.

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 3322
Promotional Strategies

Effective Date

April 1999

Instructor(s)

Cam Landell

Office No.:

Office Hours:

Phone:

Required Text(s) and Equipment

Canadian Advertising in Action by Keith Tuckwell, 4th Edition, Prentice-Hall

Reference Text(s) & Recommended Equipment

Advertising Principles and Practices by Wells Burnett and Moriarty - 3rd Edition

Creative Strategy in Advertising - by A Jerome Jewler / Wadsworth Publishing

The Design of Advertising - by Roy Paul Nelson

Periodicals

Canadian Advertising Rates and Data

Marketing Magazine

Playback Strategy

Media West

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

Session	Outcome/Material Covered	Reference/ Reading
1	Introduction to Advertising Strategies. The outline of a Marketing Communications Plan. Clarify student expectations.	
2	The Situation Analysis. Defining problems and opportunities. The strategic planning process.	
3	Research and its place in communication planning.	
4	Marketing objectives and strategies and the role of the advertising plan.	
5	The media planning process. The difference between media objectives and execution.	
6	Mid Term Exam	
7	The creative process. Understanding the creative strategy and its role in communications planning.	
8	Creating advertising.	
9	The sales promotion plan. Understanding the role of promotion in the communications mix.	
10	Other elements in the marketing mix. Direct marketing, public relations and event marketing.	
11	Presentation skills. The completed plan.	
12	Group Presentations.	