



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: All Sets

**Marketing 2202**  
**Introduction to Marketing Communications****Start Date:** January 3, 2007**End Date:** May 25, 2007**Total Hours:** 60 **Total Weeks:** 20**Term/Level:** 2 **Course Credits:** 4**Hours/Week:** 3 **Lecture:** 2 **Lab:** 1**Shop:** N/A **Seminar:** N/A **Other:** N/A**Prerequisites:**

Successful completion of MKTG 1102

**Marketing 2202 is a Prerequisite for:**

Continuation to Year 2

**v Course Calendar Description**

This course presents an overview of integrated marketing communications strategies, which includes: advertising, personal selling, sales promotion, direct marketing, public relations and event marketing. It provides an in-depth examination of the advantages, disadvantages and importance of each promotional method as applied to marketing strategies.

**v Detailed Course Description**

The emphasis throughout the course is the application of the marketing communications concept to real-life situations.

Lectures are designed to build a solid foundation of the fundamentals of marketing communications. The labs are geared towards analyzing challenges and evolution of traditional and non-traditional concepts in the workplace through group case studies and presentations

**v Evaluation**

|                          |             |   |
|--------------------------|-------------|---|
| Midterm Exam             | 20%         | <b>Comments:</b> Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course |
| Term Project (Group)     | 25%         |   |
| Cases (2)                | 15%         |   |
| Participation/Attendance | 10%         |   |
| Final Exam               | 30%         |   |
| <b>TOTAL</b>             | <b>100%</b> |   |

### v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Cultivate proactive groupthink conduct such as: responsibility, accountability and professionalism that foster team spirit and success.
- Define the role of marketing communications within the marketing field, and its global effect on business, industry and national economics.
- Perceive the real and the cultural role of advertising and, conversely, the impact society has on advertising.
- Develop creative strategies and materials used for print, radio, TV and digital interactive mediums.
- Explain how the basic elements of the promotional mix are used within the broader discipline of marketing.
- Critique promotional tactics and materials objectively on the basis of marketing, media and creative strategies.
- Describe the process that organizations use in the planning and the execution of a promotional campaign.
- Identify the various types of marketing communications efforts used by organizations.
- Apply current approaches to the principles and techniques of promotion, including direct response, advertising, personal selling, public relations and event marketing.

### v Verification

I verify that the content of this course outline is current.

  
Joe Freeburn - Authoring Instructor  
Geoffrey Bird - Authorizing Instructor

12/15/06  
Date

I verify that this course outline has been reviewed.

  
Peter Mitchell - First Year Co-ordinator

12/15/06  
Date

I verify that this course outline complies with BCIT policy.

  
Barry Hogan - Dean/Associate Dean

12/20/06  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Joe Freeburn

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Office Phone: 604-432-8445

Office Hrs.: as posted on door

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Address:

Geoffrey Bird

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Address:

v Learning Resources

*Required:*

- Advertising & Promotion – An Integrated Marketing Communications Perspective, by Belch, Belch and Goulla (Second Canadian Edition)

*Recommended:*

- Marketing Magazine (Available on the Internet)
- Adweek, Brand Week (Available on the Internet)
- Direct Marketing (Available on the Internet)

v Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**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.

**Attendance and Participation:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each class. Students not present at that time will be recorded as absent. Successful completion of the course depends on the student attending 90% of the course lectures and labs, passing the cumulative of the midterm and final exam, as well as successful completion of the course group project and individual assignment. Excessive absence will be deemed to be missing more than 10% of lectures and labs. Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the final exam. Attendance and participation marks will be based on your attendance and contribution to class discussion on a weekly basis. You can expect to be called upon frequently throughout the course to give your views on the issues being discussed. You are responsible for reviewing the material assigned for each session before it is covered in class – this will enable you to participate effectively in class activities. The level of participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

**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.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

### **v Assignment Details**

A complete outline for the term project will be handed out during the term.

### Schedule

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

### Course Map

| Week #/<br>Lecture  | Material Covered  | Text             | Outcomes (Learning Objectives)   | Assignments & labs  |
|---------------------|---|------------------|--|---|
| #1<br>W/O<br>Jan 4  | Introduction<br>Welcome<br>Course Coverage  |                  |  | Talk about Team Charter   |
| #2<br>W/O<br>Jan 8  | Introduction to Integrated Marketing Communications<br><br>Connect Consumers to IMC | Ch 1<br><br>Ch 2 | Review the various elements of the promotional mix.<br><br>The role of consumer behaviour in the development and implementation of advertising and promotional programs.                             | Work on Team Charter.<br><br>Find an example of a good and bad space ad                       |
| #3<br>W/O<br>Jan 15 | Communication Response Models<br><br>Objectives for IMC                             | Ch 3<br><br>Ch 4 | Understand the basic elements of the communication process and the role of communications in marketing.<br><br>To recognize the value of setting specific objectives for advertising and promotions. | Team Charter Due. Advertising critiquing – bring in ads from week #2<br><br>Hand out Case # 1 |
| #4<br>W/O<br>Jan 23 | Brand Positioning Decisions<br><br>Creative Strategy Decisions                      | Ch 5<br><br>Ch 6 | To review and apply the concepts of market positioning strategy and market position.<br><br>To discuss the importance and the definition of advertising creativity and strategy.                     | Work on Case # 1  |

|                     |   |              |   |  |
|---------------------|---|--------------|---|--|
| W/O<br>Jan 29       | Creative Tactics<br>Decisions   | Ch 7         | To identify the key decisions for creative tactics : execution style, message structure and design elements.                                    | Case #1<br>Presentations and<br>Written                    |
| #6<br>W/O<br>Feb 5  | Measuring the<br>Effectiveness of the<br>Promotional Program                        | Ch 8         | Understand the reasons for measuring promotional effectiveness.<br><br>Know the various measures used in the accessing of promotional programs. | Hand out outline for<br>Term Project                       |
| #7<br>W/O<br>Feb 12 | Media Strategy, Tactics<br>and Budget Decisions                                     | Ch 9         | Understanding media planning, strategy decisions, tactics and budgeting concerns.   | Work with CARD –<br>media assignment.                      |
| W/O<br>Feb 19       | Broadcast Media   | Ch 10        | Understand the structure of the television and radio industries and the strengths and limitations of each.                                      | Hand out Case # 2  |
| #9<br>W/O<br>Feb 26 | Catch up and review for<br>midterm<br><br>Review methods for<br>multiple test exams | Ch 1 -<br>10 |   | Work on Case # 2<br><br>Topic for term project<br>decided. |
| #10<br>W/O<br>Mar 5 | <b>Midterm Week</b>   |              |   |  |

|                        |                               |       |   |                                   |
|------------------------|-------------------------------|-------|---|-----------------------------------|
| I<br>Mar 12            | <b>Spring Break</b>           |       |   |                                   |
| #12<br>W/O<br>Mar 19   | Print Media                   | Ch 11 | Understand the structure of the magazine and newspaper industries.<br><br>Understand the strength and limitations of magazines and newspapers as advertising media. | Case # 2 Due                      |
| #13<br>W/O<br>Mar 26   | Out-of-Home and Support Media | Ch 12 | Understand and identify the various out-of-home and support media available to the marketer in developing an IMC program.   | Term Project Deliverables<br>TBD  |
| 4<br>W/O<br>April 2    | Sales Promotion               | Ch 13 | Understand the role of sales promotions in the company's integrated marketing communications program and to examine why it is increasingly important.               | Term Project Deliverables<br>TBD  |
| #15<br>W/O<br>April 9  | Public Relations              | Ch 14 | Understand the role of public relations in the promotional mix.<br><br>Understand the strengths and limitations of public relations.                                | Term Project Deliverables.<br>TBD |
| #16<br>W/O<br>April 16 | Direct Marketing              | Ch 15 | Understand the purpose of direct marketing as a communication tool.<br><br>Understand the strategies and tactics involved in direct marketing.                      | Presentation of Term Projects     |

|                        |  |       |   |                               |
|------------------------|--|-------|---|-------------------------------|
| #17<br>W/O<br>April 23 | Internet Marketing and Interactive Media   | Ch 16 | To explore the different ways the internet is used to communicate.<br><br>Understand the strengths and limitations of the internet and interactive media. | Presentation of Term Projects |
| #18<br>W/O<br>April 30 | Organizing for Integrated Marketing Communications                               | Ch 17 | Understand how companies organize for advertising and other aspects of integrated marketing communications.   | Presentation of Term Projects |
| #19<br>W/O<br>May 7    | Advertising Regulations and Ethical, Social and Economic Effects of Advertising. | Ch 18 | To be familiar with the advertising regulation system in Canada.<br><br>To evaluate the ethical perspective of advertising                                | Presentation of Term Projects |
| #20<br>W/O<br>May 14   | <b>Review for Final</b>  | 11-18 |   | Presentation of Term Projects |
| #21<br>May 21          | <b>Exam Week</b>   |       |   |                               |



**Course Outline**  
**MKTG 2202 Integrated Marketing Communications**

**Marks Allocation for Case Studies – Total Percentage – 15%**

- Each case is worth 7.5%.
- Each case will be evaluated as follows : you will be either doing an oral presentation or handing in a written paper. The case study schedule will be handed out once the size of all labs are determined.
- For the Term Project all groups will be doing an oral presentation as well as a written report.
- Term project is worth 25%.

| <b>GROUPS</b>  | <b>A</b>  | <b>B</b>  | <b>C</b>  | <b>D</b>  |
|--|---|---|---|---|
| <b>Case 1</b><br><br><b>7.5%</b><br><br><b>Date TBA</b>      | Oral Presentation<br>20 Minutes<br>5 minutes Q&A                        | Written Report<br><br>8 Pages   | Written Report<br><br>8 Pages   | Oral Presentation<br>20 Minutes<br>5 minutes Q&A                        |
| <b>Case 2</b><br><br><b>7.5%</b><br><br><b>Date TBA</b>      | Written Report<br><br>8 Pages A   | Oral Presentation<br>20 Minutes<br>5 minutes Q&A                        | Oral Presentation<br>20 Minutes<br>5 minutes Q&A                        | Written Report<br><br>8 Pages   |
| <b>Term Project</b><br><br><b>25%</b><br><br><b>Date TBA</b> | Written Report &<br>Oral Presentation<br>40-45 Minutes<br>5 minutes Q&A | Written Report &<br>Oral Presentation<br>40-45 Minutes<br>5 minutes Q&A | Written Report &<br>Oral Presentation<br>40-45 Minutes<br>5 minutes Q&A | Written Report &<br>Oral Presentation<br>40-45 Minutes<br>5 minutes Q&A |
|  |   |   |   |   |



Course Outline  
MKTG 2202 Integrated Marketing Communications

**Your Group Name/Letter**

\_\_\_\_\_

**Members:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

**Please hand this completed form in during your lab in week # 3 along with your Team Charter.**



**Course Outline**  
**MKTG 2202 Integrated Marketing Communications**  
**Oral / Written Presentations**  
**Case Discussion & Preparation Guide**

| Outline  | Guide Questions   |
|--|---|
| <p>Case Synopsis (only for oral)</p> <p>* A summary of the major events and facts</p>  | <p>Familiarize yourself with the case by answering:</p> <ol style="list-style-type: none"> <li>1. What is the case generally about?</li> <li>2. What are the main facts, characters &amp; events?</li> </ol>  |
| <p>Problem Identification* Define the main problem in question form, in one sentence.</p>  | <p>Diagnose the case problem by answering:</p> <ol style="list-style-type: none"> <li>1. What is the problem of the case? State clearly in a sentence, in question form.</li> </ol>   |
| <p>Findings</p> <p>A. Outline facts relating to the problem.<br/>B. Make assumptions, if necessary.<br/>C. Research for more information that will throw light on the problem (library, industry).</p>   | <p>Analyze the case by answering:</p> <ol style="list-style-type: none"> <li>1. What data or research is needed to answer questions in the case?</li> <li>2. What assumptions need to be made?</li> </ol>   |
| <p>Evaluation of Alternatives</p> <ul style="list-style-type: none"> <li>• State three alternatives and evaluate the advantages and disadvantages of each alternative.</li> <li>• For each alternative, state three advantages and 3 disadvantages.</li> </ul> | <p>Develop solutions and evaluate each by answering:</p> <ol style="list-style-type: none"> <li>1. What are the realistic, independent, mutually exclusive alternative solutions to the problem?</li> <li>2. What are the expected consequences of these alternative solutions?</li> <li>3. What are their advantages and disadvantages?</li> </ol> |
| <p>Solution</p> <p>* State the chosen alternatives solution with a supporting argument.<br/>* Consider the <b>cost</b> of your recommendation(s)<br/>* State how you will implement the solution.</p>  | <p>Make a decision by answering:</p> <ol style="list-style-type: none"> <li>1. How do the alternative solutions compare in terms of their advantages and disadvantages?</li> <li>2. Which of the alternative solutions seems best?</li> </ol>   |
| <p>Plan Of Action</p> <p>* List step-by-step how the chosen alternative solution would be implemented.</p>   | <p>Plan the implementation of the solution by answering:</p> <ol style="list-style-type: none"> <li>1. How should the plan be implemented?</li> <li>2. Who should implement the solution?</li> </ol>  |
| <p>Concepts Used from Course</p> <p>* List two or three major concepts used in the case study.</p>   | <p>1. Which course concepts or research findings helped develop the case preparation?</p>   |

Please note that this is an outline as we get deeper into the course material you may be required to revise certain sections.



**Course Outline**  
**MKTG 2202 Integrated Marketing Communications**  
**Case Study – Written Report**

***This is a short, concise business report. The contents may be written in point form but must adhere to professional format – i.e. full sentences, grammatically correct. Please do a spell check before printing your report – business people hate typos!! Please note – the body of your report should not be more than 8 pages in length.***

***Use the following guidelines.***

**COVER PAGE:**

- Name of case
- Name of group members
- Set Number
- Course Number
- Instructor name
- Date of presentation

**If a group member did not participate, do not show his/her name.**

**CONTENTS & MARKING**

|                              |   |
|------------------------------|---|
| <b>/10 Problem</b>           | State in one or two sentences, the main problem; in a question form.  |
| <b>/10 Facts/Assumptions</b> | State facts in the case relating to the problem only.<br>Assumptions will be from the case and/or research. |
| <b>/25 Research Summary</b>  | Summarize the facts obtained from the research.   |
| <b>/30 Alternatives</b>      | State three alternatives with three advantages and three disadvantages.                                     |
| <b>/15 Solution</b>          | Solution and implementation.  |
| <b>/5 Concepts</b>           | Concepts used from the course.  |
| <b>/5 Bibliography</b>       | Identify all research information sources used.   |
| <b>/100 TOTAL</b>            |   |

Report must be typed 12 font, double spaced and the body limited to **eight pages**. (You may use Appendix where necessary)



## Guidelines for Marking the Oral Case Presentation

MKTG 2202 Integrated Marketing Communications

This is the format for how the instructor will mark the oral presentation

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### ***Names of Group Being Marked***

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- No mark if an item is not covered
  - Partial mark for each item covered; full mark only for exceptionally good coverage.
- |             |  |
|-------------|--|
| /10         | Main problem is clearly identified and stated in one sentence.                             |
| /10         | Facts are relevant to the problem outlined and assumptions have been made where necessary. |
| /25         | Evidence of quality primary and secondary research.  |
| /30         | Three alternatives with three advantages and three disadvantages were presented.           |
| /10         | Does the proposed solution solve the problem stated satisfactorily?                        |
| /5          | Concepts learned in the course have been identified.                                       |
| /10         | How was the overall presentation format? i.e. effectiveness of communication, Q&A, etc     |
| <b>/100</b> | <b>Total marks awarded</b>   |

