



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications, Direct Response

**MKTG 4415
Promotion Strategy**

Start Date: January 3, 2007

End Date: March 9, 2007

Total Hours: 60 **Total Weeks:** 10

Term/Level: 4a **Course Credits:** 4.0

Hours/Week: 6 **Lecture:** 2 **Lab:** 4

Shop: **Seminar:** **Other:**

Prerequisites

Course No. **Course Name**
Completion of Term 3

Course Number is a Prerequisite for:

Course No. **Course Name: Internship**
Failure of this course will result in being excluded from participating in the internship program

v Course Description

This course will give you the opportunity to work as a team member in developing a marketing and/or a marketing communications campaign for a real-world client. The supporting lectures and lab exercises will provide you with the necessary tools to successfully develop a workable strategy incorporating advertising, sales promotion, public relations and direct marketing.

The learning will occur through lectures, case studies, guest lecturers, class exercises, client interviews, client presentations and student presentations.

v Evaluation

Written Portion of Term Project	40%	Comments: Failure to meet BCIT's attendance requirements, (no more than 10% of class can be missed), will result in the student being excluded from involvement in the major term project, resulting in a failing grade for this course.
Oral Portion of Term Project	25%	
Meeting Deliverables	5%	
Lab Exercises	15%	
Participation and Attendance	15%	
TOTAL	<u>100%</u>	

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Incorporate theoretical concepts into practical application of marketing and promotion components.
- Develop a comprehensive marketing and/or promotion campaign with real world constraints.
- Measure and forecast promotional strategies.
- Effectively develop a persuasive presentation and "pitch" to an audience.

v Verification

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

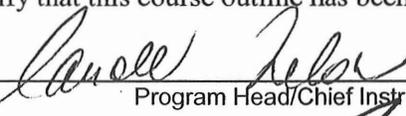


Authoring Instructor

Dec. 18, 2006

Date

I verify that this course outline has been reviewed.

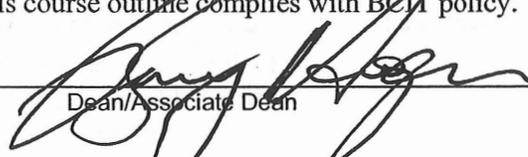


Program Head/Chief Instructor

Dec 18, 06

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Dec. 20/06

Date

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

v Instructor(s)

Jeness Mayer Office Location: SE6-306 Office Phone: 412-7543
Office Hrs.: Posted E-mail Address: jmayer@bcit.ca

v Learning Resources*Required:*

- **NO text required**
- **As presented by your instructor**

Recommended:

- Sales Promotion Essentials, Shultz/Robinson
- The Practice of Public Relations, Seitel, latest edition
- Texts from the following courses:
 - Marketing Planning
 - Media Planning
 - Introduction to Marketing Communications
 - Direct Marketing
- Marketing Magazine
- Strategy Magazine
- Advertising Age

v Information for Students

(Information below can be adapted and supplemented as necessary.)

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: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this 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.

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

Term Project:

The term project assignment is to develop an appropriate and effective integrated marketing communications plan for a pre-selected client. You will work in a team of 5-6 students acting as a full service agency. As the representatives of the agency, you are required to present your plan convincingly to your client. This will be done as a one hour oral presentation to the client in a boardroom setting.

Deliverables: Two copies of a written communications plan will be prepared, bound and handed to your instructor for marking. As well, one copy will be prepared for the client.

Samples of supportive material such as research questionnaires and tabulated results, media schedules, and creative copy and format, should be included in the written presentation, as well as used for the oral presentation.

A complete project description, including details of the format and marks allocation will be covered in lab. Refer to the course schedule.

Peer Evaluations: Every group will be required to complete a peer evaluation detailing the following:

- 1) Listing of specific individual contributions to the report or project
- 2) Evaluation of group process, dynamics, meeting effectiveness and attendance
- 3) Evaluation and rating of your contribution relative to others in the group
- 4) Evaluation and rating of the contributions of other group members

Point 1 and 2 above will be completed as a group with each group member signing the paper. Point 3 and 4 will be completed by each group member and handed in separately. It is important that the group signed paper correlates with the individual papers. In the event that both papers suggest there is/are group members that have not contributed an equal share to the project, then the marks will be adjusted to reflect their contribution as outlined below:

If all peers rate the same team member with a contribution to the project that is less than that of their peers, then the instructor will adjust the mark accordingly. For example, if all peers rate one of the group members at contributing 50% less than the group, then this individual's group mark will be 50% less than the rest of the group members. Depending on the deduction, this could result in failing the term project.

Late Penalty: The term project is due as per the time designated by the instructor. Any project received after that time will lose 5 marks per day for each day it is late, including weekends. For example, if the final mark is 80/100 and is one day late, the final mark will be adjusted to 75/100.

Lab Exercises:

Details will be provided in lab.

Lab exercises are due in lab as per the time designated by the instructor. Any lab exercises received after that time will not be accepted unless accompanied by a doctor's note.

Schedule

Week of/ Number	Outcome/Material Covered	Weekly Assignments	Items Due in Lab
Jan 3-5	<p>Lecture: Components of a Marketing Communications Plan: Research, Target Market Segmentation, Objectives, Strategies and Tactics</p> <p>Lab: Course Outline Introduction to the Term Project Developing Critical Paths Developing a Situation Analysis Case Assignment: Body Shop Situation Analysis</p>	<p>Assignment #1: Developing A Situation Analysis for the Body Shop</p> <p>Term Project Assigned</p> <p>Critical Path</p>	
Jan 8-12	<p>Lecture: CLIENT BRIEFING: Time: 8:30am Date: Jan 11 Place: SE6 206</p> <p>Lab: Case Analysis: Body Shop 5 minute meetings with each group</p>	Revised Critical Path: Assigned each week	<ul style="list-style-type: none"> • 1st Critical Path • Case Assignment
Jan 15-19	<p>Lecture: Preparing a Winning Pitch Presentation; Inside the Agency</p> <p>Lab: Communications Plan Report Writing A Look at Previous Reports Pitch Assignment Group Progress – 15min meetings per team</p>	Pitch	<ul style="list-style-type: none"> • Revised Critical Path • Draft of Situation Analysis for Term Project
Jan 22-26	<p>Lecture: Agency Panel of Grads</p> <p>Lab: Pitch Presentations Group Progress – 20 min meetings per team</p>		<ul style="list-style-type: none"> • Revised Critical Path • Pitch

<p>Jan 29- Feb 2</p>	<p>Lecture: Branding: Product to Corporate Level Guest Lecturer: Stephen Abbott</p> <p>Lab: Pitch Presentations Group Progress – 20 min meetings per team</p>		<ul style="list-style-type: none"> • Revised Critical Path • Rough Draft of Situation Analysis and Tactics
<p>Feb 5-9</p>	<p>Lecture: Industry Guest Speakers</p> <p>Lab: Creative Brief Document Term Project Strategy Meetings - 50 minute meetings with each team</p>		<ul style="list-style-type: none"> • Revised Critical Path • Creative Strategy Document
<p>Feb 12- 16</p>	<p>Lecture: Measuring Promotional Program Effectiveness</p> <p>Lab: Budget and ROI Assessment Term Project Strategy Meetings - 50 minute meetings with each team</p>		<ul style="list-style-type: none"> • Revised Critical Path • Term Project Rough Draft (including creative ideas)
<p>Feb 19- 23</p>	<p>Lecture: Oral Presentations, Organization of Presentations, Presenting Creative</p> <p>Lab: Presentation Strategy – 50 minute meetings with each team</p>		<ul style="list-style-type: none"> • Revised Critical Path • Written Term Projects
<p>Feb 26- Mar 2</p>	<p>Client Presentations: Set K: Feb 28 Downtown Campus Set L: March 1 Downtown Campus Set M: March 2 Downtown Campus</p>		
<p>Mar 5-9</p>	<p>Internship Appointments / Final Exam Week</p>		