



Course Outline Part A

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing Management

Option: Marketing Communications, Direct Response

MKTG 4415

Promotion Strategy

Start Date: January 4, 2000

End Date: March 10, 2000

Course Credits:

Term/Level: 4A

Total Hours: 60

Total Weeks: 10

Hours/Week: Lecture: 2 Lab: 4

Prerequisites:

Completion of Term 3

Course Calendar 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. An exposure to promotion of non-profit organizations and services is incorporated into the curriculum.

The learning process will occur through lectures, case studies, guest lectures, class exercise, workshops, client interviews, client presentations and hands-on student presentations.

Evaluation

| | | |
|---------------|------------|---|
| Projects | 65% | 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 project. |
| Laboratory | 20% | |
| Participation | <u>15%</u> | |
| TOTAL | 100% | |

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 midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details).

Course Learning Outcomes/Competencies

(Upon successful completion of this course, the student will be able to:)

- Develop a comprehensive marketing and/or promotion campaign with real world constraints.
- Describe the mechanics of “pitching” an account.
- Distinguish between marketing and promotion needs of profit versus non-profit (or government) organizations.
- Incorporate theoretical concepts into practical application of marketing and promotion components.

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

Date

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



Instructor

Jeness Mayer

Office No.: SE6-306

Office Phone:

Office Hrs.: Posted on office door

E-mail Address: jmayer@bcit.com

Learning Resources

Required:

- NO required text
- As presented by your instructor

Recommended:

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

BCIT Policy Information for Students

Assignments: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

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

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.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

Labs/Lectures: Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

See Class Handouts.



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Schedule

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| Week of Number | Lecture/Lab Schedule | Items Due In Lab |
|----------------------|--|--|
| 1 Jan. 4 – 7 | Lecture: CLIENT BRIEFS / COMPONENTS OF MARKETING COMMUNICATIONS PLANS Lab: COURSE OUTLINE INTRODUCTION OF PROJECT CASE ASSIGNMENT – Castle Coffee CRITICAL PATHS GROUP FORMATION & DYNAMICS | |
| 2 Jan. 10 – 14 | Lecture: CLIENT BRIEFING (CNIB) – Radisson Hotel, 4331 Dominion <i>FRIDAY 8:30am to 10:30am</i> Lab: CASE ANALYSIS – Castle Coffee GROUP DYNAMICS CASE ASSIGNMENT - Montecito | <ul style="list-style-type: none"> • Castle Coffee Case • Critical Path |
| 3 Jan. 17 – 21 | Lecture: COMPONENTS OF A MARKETING COMMUNICATIONS PLAN (cont.) INTERNSHIP PROGRAM INTRODUCTION – Carroll Nelson Lab: CASE ANALYSIS – Montecito RESUMES GROUP DYNAMICS – (15min w/each group) | <ul style="list-style-type: none"> • Montecito Case • Critical Path • Draft of Situation Analysis • Bring Your Resume |
| 4 Jan. 24 – 28 | Lecture: PUBLIC SPEAKING Lab: INTERVIEWING FOR A JOB A LOOK AT PREVIOUS REPORTS PUBLIC SPEAKING TOPICS GROUP PROGRESS – (15min w/each group) | <ul style="list-style-type: none"> • Critical Path • Revised Resumes |
| 5 Jan. 31 – Feb 4 | Lecture: CREATIVE BRIEF & STRATEGY Lab: PUBLIC SPEAKING PRESENTATIONS GROUP PROGRESS – (15min w/each group) | <ul style="list-style-type: none"> • Critical Path • Rough Draft of Situation Analysis / Tactics |

| | | |
|---------------------|--|--|
| 6 Feb 7 – 11 | Lecture: PANEL OF GRADS Lab: PUBLIC SPEAKING PRESENTATIONS GROUP PROGRESS – (15min w/each group) | <ul style="list-style-type: none"> • Critical Path |
| 7 Feb 14 – 25 | Lecture: INTERNSHIPS – Carroll Nelson Lab: TROUBLESHOOTING – (45min meetings with each group) | <ul style="list-style-type: none"> • Critical Path • Rough Draft (Including Creative Ideas) |
| 8 Feb 21 – 25 | Lecture: ORAL PRESENTATIONS, ORGANIZATION OF PRESENTATIONS Lab: REHEARSALS – (45min meetings with each group) | <ul style="list-style-type: none"> • Critical Path • Written Projects |
| 9 Feb 28 – Mar 3 | CLIENT PRESENTATIONS Set M: Wed. March 1 Set L: Thurs. March 2 Set K: Fri. March 3 | |
| 10 Mar 6 - 10 | INTERNSHIP APPOINTMENTS / FINAL EXAM WEEK | |