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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: Marketing

Option: Marketing Communications

MKTG 4415
Promotion Strategy

Hours/Week:	6	Total Hours:	60	Term/Level:	4A
Lecture:	2	Total Weeks:	9	Credits:	
Lab:	4				
Other:					

Prerequisites**MKTG 4415 is a Prerequisite for:**

Completion of Term 3.

Course Goals

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

The learning process will occur through lectures, case studies, videos, guest lectures, class exercises, 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	15%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

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

- Develop a comprehensive marketing and/or promotion campaign with real world constraints.
- Understand 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 Record

Developed by: _____ Date: _____
Instructor Name and Department (signature)

Revised by: _____ Date: _____
Instructor Name and Department (signature)

Approved by: _____ Start Date: _____
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business

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Course Outline **Part B**

MKTG 4415
Promotion Strategy

Effective Date

January, 1999

Instructor(s)

Carroll Nelson

Office No.: SE6-306

Phone: 6765

Office Hrs.: Posted on office door.

(Please make advance appointments.)

Text(s) and Equipment

Required:

- As presented by your instructor
- No required text

Recommended:

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

Course Notes (Policies and Procedures)

Assignment Details

See class handouts.



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Business

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Schedule

MKTG 4415
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Week Number	Lecture/Lab Schedule
1 Jan. 4–8	<p>Lecture: CLIENT BRIEFS/COMPONENTS OF MARKETING COMMUNICATIONS PLANS</p> <p>Lab: COURSE OUTLINE INTRODUCTION OF PROJECT CASE ASSIGNMENT – Castle Coffee CRITICAL PATHS GROUP FORMATION & DYNAMICS</p>
2 Jan. 11–15	<p>Lecture: CLIENT BRIEFING</p> <p>Lab: CASE ANALYSIS – Castle Coffee CRITICAL PATHS – Due GROUP DYNAMICS</p>
3 Jan. 18–22	<p>Lecture: COMPONENTS OF MARKETING COMMUNICATIONS PLANS (cont'd)</p> <p>Lab: INTERNSHIP PROGRAM INTRO CRITICAL PATHS – Due GROUP DYNAMICS DRAFT OF SITUATION ANALYSIS – Due</p>
4 Jan. 25–29	<p>Lecture: THE CREATIVE BRIEF AND STRATEGY</p> <p>Lab: RESUMES INTERVIEWING FOR A JOB CRITICAL PATHS – Due GROUP PROGRESS</p>
5 Feb. 1–5	<p>Lecture: PANEL OF GRADS</p> <p>Lab: RESUMES A LOOK AT PREVIOUS REPORTS CRITICAL PATHS – Due GROUP PROGRESS (½ hour meetings with each group) ROUGH DRAFTS (SITUATION ANALYSIS/TACTICS) – Due</p>

Week Number	Lecture/Lab Schedule
6 Feb. 8–12	<p>Lecture: ORAL PRESENTATIONS INTERNSHIPS</p> <p>Lab: TROUBLE SHOOTING (45-minute meetings with each group) CRITICAL PATHS – Due DRAFT #2 (INCLUDING CREATIVE IDEAS) – Due</p>
7 Feb. 15–19	<p>Lecture: INTERNSHIPS ORGANIZATION OF PRESENTATIONS</p> <p>Lab: PROJECTS DUE REHEARSALS (45-minute meetings with each group) CRITICAL PATHS – Due</p>
8 Feb. 22–26	<p>CLIENT PRESENTATIONS – SET K: Wed., Feb. 24 SET L: Thurs. Feb. 25</p>
9 Mar. 1–5	<p>INTERNSHIP APPOINTMENTS/FINAL EXAM WEEK</p>

