

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Promotion Strategy

COURSE NUMBER MKTG 415 21415 | DATE January 1994

Prepared by Peter Irving | Taught to Sets K4 & L4 Year

School Business | School Business

Program Marketing & Tourism | Program Marketing & Tourism

Date Prepared January 1994 | Option Advertising and Promotion

Term 4A Hrs/Wk 6 Credits 4

No. of Weeks 10 Total Hours 60

Instructor(s) Peter Irving Office SE6 306 Local 451-6765

Office Hours Wed. 12:30-2:30

**PREREQUISITES** Completion of Term 3.

### **COURSE OBJECTIVES**

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

- develop a comprehensive marketing communications plan within a competitive business environment.
- incorporate the theoretical concepts of advertising, sales promotion and public relations into a campaign.
- to develop oral presentation skills consistent with presenting a new business pitch.

### **EVALUATION**

|               |           |                            |
|---------------|-----------|----------------------------|
| Projects      | <u>60</u> | % (50% oral, 50% written). |
| Laboratory    | <u>25</u> | %                          |
| Participation | <u>15</u> | %                          |

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## **REQUIRED TEXT(S) AND EQUIPMENT**

None.

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

Creative strategy in advertising - 4th edition. A. Jerome Jeweller.

The Design and Advertising Ray Nelson: Willm C. Brown. 1989.

Additional readings as handed out by the instructor.

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## **COURSE SUMMARY**

This course will provide the opportunity to develop a marketing communication plan for a client - Royal Bank of Canada in a competitive environment with other students of other schools. The supporting lectures and lab exercises will provide the necessary tools to successfully develop the requisite strategies - advertising, sales promotions and public relations.

**COURSE OUTLINE**  
(continued)

| <b>Week<br/>Lecture<br/>or Lab<br/>Number</b> | <b>Material Covered</b>  | <b>References</b> |
|---|--|-------------------|
| 1<br><br>Jan 5/6                              | <b>Lecture:</b> Review the elements of the Marketing Communications Plan.<br>Introduction of the Royal Bank outline.<br><br><b>Lab:</b> Reviewing course outline and clarifying expectations.<br>Group presentation project. |                   |
| 2<br><br>Jan 12/13                            | <b>Lecture:</b> Research presentation and an assessment of the research requirements for Royal Bank.<br><br><b>Lab:</b> RRSPs and the Royal Bank - preliminary business analysis.  |                   |
| 3<br><br>Jan 19/20                            | <b>Lecture:</b> Advertising strategy development.<br><br><b>Lab:</b> Research Plan.  |                   |
| 4<br><br>Jan 26/27                            | <b>Lecture:</b> Public Relations and promotion.<br><br><b>Lab:</b> A true Marketing Mix.   |                   |
| 5<br><br>Feb 2/3                              | <b>Lecture:</b> Media and the importance of creatively planning and using it.<br><br><b>Lab:</b> Development of marketing strategy, and advertising strategies - creative, media, sales promotion.                           |                   |
| 6<br><br>Feb 9/10                             | <b>Lecture:</b> Creativity and creative - what effects and determines creative thinking.<br><br><b>Lab:</b> Creative development.  |                   |
| 7<br><br>Feb 16/17                            | <b>Lecture:</b> Presentation skills.<br><br><b>Lab:</b> Creative development and preparation for finished campaign.  |                   |

**COURSE OUTLINE**  
(continued)

| <b>Week<br/>Lecture<br/>or Lab<br/>Number</b> | <b>Material Covered</b>  | <b>References</b> |
|---|--|-------------------|
| 8<br><br>Feb 23/24                            | <b>Lecture:</b> Putting it all together - the finished plan.<br><br><b>Lab:</b> Presentation of group projects.                                      |                   |
| 9<br><br>Mar 2/3                              | <b>Lecture:</b> A review of the Royal Bank presentation.<br><br><b>Lab:</b> Finalize campaign book and creative submission on the Royal Bank.        |                   |
| 10<br><br>Mar 9/10                            | <b>Lecture:</b> Where do we go from here. The leap from college to the real world.<br><br><b>Lab:</b> Program Review. Discussion of lessons learned. |                   |

## ASSIGNMENT SCHEDULE

There will be one group assignment which will be the focus of the course. You will be required to complete a marketing communications plan for the Royal Bank of Canada for possible submission to an advertising competition. This will include:

- business assessment
- identification of the key marketing problem
- lessons learned for previous campaigns
- marketing objectives
- marketing strategy
- advertising strategy
- creative strategy, theme and execution
- media strategy and execution
- sales promotion strategy and execution
- pricing strategy
- product development strategy
- packaging strategy
- product and consumer research
- business building plans
- product publicity plans
- financial details/budgets
- evaluation method
- appropriate exhibits

In addition you will develop creative recommendations in answer to the strategies you have developed.

**DUE DATE: FEBRUARY 23, 1994.**