

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> %	

REQUIRED TEXT(S) AND EQUIPMENT

None.

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.

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)**

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

COURSE OUTLINE
(continued)

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

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/budges
- evaluation method
- appropriate exhibits

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

DUE DATE: FEBRUARY 23, 1994.