



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course

If Revision, Section(s) Revised: **C, H, I, J**

Date of Previous Revision: **2001-09**

Date of Current Revision: **2004-09**

C: **MARK 3340** D: **Promotional Strategy** E: **3**

| Subject & Course No. | Descriptive Title | Semester Credits |
|--|---|------------------|
| F: Calendar Description: This course covers the marketing concept of promotion, in all its forms. Integrated marketing communications is introduced as the coordinating force in promotion; and advertising, sales promotion, public relations, personal selling and events are explored as the key promotional techniques. The promotional process is covered from the stand-point of the firm. The course will also cover the nature and the process of communications and the impact it has on the individual and the organizational consumer. | | |
| G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours | H: Course Prerequisites: MARK 1120 | |
| | I: Course Corequisites: (CMNS 1115 or any English UT course) | |
| | J: Course for which this Course is a Prerequisite MARK 4483 | |
| | K: Maximum Class Size: 30 | |
| L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca) | | |

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|---|--------------------------------|-----|---------------------|-----|-------------------|-----|----------------------|------------|--|-------------|
| <p>M: Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> 1. demonstrate an understanding of the nature and process of communications; 2. evaluate various promotional techniques and how they integrate with one another; 3. set promotional objectives and plan and budget a promotional campaign. | | | | | | | | | | |
| <p>N: Course Content:</p> <ol style="list-style-type: none"> 1. The concept of integrated marketing communications. 2. How advertising, sales promotions, public relations and personal selling inter-relate, and how each functions. 3. The consumer, both individual and organizational, in the marketing communications concept. 4. How the communications process works. 5. Establishing communications objectives, plans and budgets. 6. Creative strategy, planning and development. 7. Evaluation of the various media forms, and identifications of their use. 8. Direct marketing and Internet considerations, as well as other media and communication vehicles. 9. Monitoring, evaluating and measuring effectiveness of the promotional program. 10. Global communications considerations and issues. 11. Social, ethical and economic issues and aspects of communications planning. | | | | | | | | | | |
| <p>O: Methods of Instruction</p> <p>The course will involve a blend of lectures, discussions, videos, on-line activities, and seminars. Presentations by students are an integral part of the course.</p> | | | | | | | | | | |
| <p>P: Textbooks and Materials to be Purchased by Students</p> <p>Belch, G.E. and M.A. Belch. <u>Advertising and Promotion</u>, Latest Ed. McGraw Hill</p> | | | | | | | | | | |
| <p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Projects & Presentations (2-4)</td> <td style="text-align: right;">50%</td> </tr> <tr> <td style="padding-left: 20px;">Midterm examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Final examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Course participation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p> | Projects & Presentations (2-4) | 50% | Midterm examination | 20% | Final examination | 20% | Course participation | <u>10%</u> | | <u>100%</u> |
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| Course participation | <u>10%</u> | | | | | | | | | |
| | <u>100%</u> | | | | | | | | | |
| <p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p> | | | | | | | | | | |

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**