



EFFECTIVE: JANUARY 2012 CURRICULUM GUIDELINES

A. Division: Academic Effective Date: January 2012

B. Department / Program Area: Commerce & Business Admin. / Marketing Management
 Revision New Course
 If Revision, Section(s) Revised: A, K
 Date of Previous Revision: December 2007
 Date of Current Revision: October 2011

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

Subject & Course No.	Descriptive Title	Semester Credits
----------------------	-------------------	------------------

F:	<p>Calendar Description:</p> <p>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, internet initiatives and events are explored as the key promotional techniques. The promotional process is covered from the stand-point of the firm, and the marketing manager. The course will also cover the nature and the process of communications and the impact it has on the individual, the organization and consumer.</p>
-----------	--

<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>MARK 1120</p> <p>I: Course Corequisites:</p> <p>(CMNS 1115 or any English UT course)</p> <p>J: Course for which this Course is a Prerequisite</p> <p>MARK 4483</p> <p>K: Maximum Class Size:</p> <p>35</p>
--	---

L:	<p>PLEASE INDICATE:</p> <table style="border: none;"> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;"> </td> <td>Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;"> </td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 20px; height: 20px; text-align: center;">X</td> <td>College Credit Transfer:</td> </tr> </table> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>		Non-Credit		College Credit Non-Transfer	X	College Credit Transfer:
	Non-Credit						
	College Credit Non-Transfer						
X	College Credit Transfer:						

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

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
4. plan and budget a promotional campaign
5. design integrated marketing communications tools
6. apply promotional techniques appropriate to the marketing challenge at hand

N: Course Content:

1. The concept of integrated marketing communications (IMC).
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.

O: Methods of Instruction

The course will involve a blend of lectures, discussions, videos, on-line activities, and seminars. Presentations by students and team activities are an integral part of the course.

P: Textbooks and Materials to be Purchased by Students

Belch, G.E., Belch, M.A. and Guolla, MA. Advertising and Promotion, Latest Canadian Ed. McGraw Hill or equivalent.

Q: Means of Assessment

Projects & Presentations (2-4)	50%
Midterm examination	20%
Final examination	20%
Course participation	<u>10%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): Gail Tibbo

Education Council / Curriculum Committee Representative

Interim Dean / Director: Julie Crothers

Registrar