



**A:** Division: **Instructional**

Date: **January 2001**

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

New Course

Revision

If Revision, Section(s) Revised: **F**

Date Last Revised: **May 1999**

**C:** **MARK 340**

**D:**

**Promotion**

**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 Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

**Lecture and Seminar**

Number of Contact Hours: (per week / semester for each descriptor)

**Lecture: 2 Hrs.**

**Seminar: 2 Hrs**

Number of Weeks per Semester:

**15 Weeks X 4 Hours Per Week = 60 Hours**

**H:** Course Prerequisites:

**MARK 120**

**I.** Course Corequisites:

(CMNS 115 or any English UT course)

**J.** Course for which this Course is a Prerequisite:

**MARK 483**

**K.** Maximum Class Size:

**30**

**L:** PLEASE INDICATE:

<input type="checkbox"/>
<input type="checkbox"/>

Non-Credit

College Credit Non-Transfer

College Credit Transfer:    Requested     Granted   

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**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 and plan and budget a promotional campaign.

**N:**    Course Content

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.

**O:**    Methods of Instruction

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:**    Textbooks and Materials to be Purchased by Students

Belch, G.E. and M.A. Belch. Advertising and Promotion, Latest Ed. McGraw Hill

**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

---

Dean/Director: **Jim Sator**

---

Registrar: **Trish Angus**

© Douglas College. All Rights Reserved.

DATE: January 2001