



EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May, 2008**

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

If Revision, Section(s) **F, M, P**
 Revised:
 Date of Previous Revision: **September 2004**
 Date of Current Revision: **November 2007**

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

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: 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>30</p>	
<p>L: PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer:</p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>		

<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 4. plan and budget a promotional campaign 5. design integrated marketing communications tools 6. apply promotional techniques appropriate to the marketing challenge at hand 										
<p>N: Course Content:</p> <ol style="list-style-type: none"> 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. 										
<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 and team activities are an integral part of the course.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Belch, G.E., Belch, M.A. and Guolla, MA. <u>Advertising and Promotion</u>, Latest Canadian Ed. McGraw Hill or equivalent.</p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Projects & Presentations (2-4)</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Midterm examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>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>									

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR No
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Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**

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