



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION COURSE OUTLINE –  
WINTER 2019 BA2010 A3: ADVERTISING AND SALES PROMOTION– 3 (3-0-0) 45 HOURS**

**INSTRUCTOR:** Keston Luke

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**OFFICE HOURS:** Mon & Tues 10:00-11:30 pm or by appointment

**CLASS SCHEDULE:** Monday, Tuesday. 10-11:00 am

**CLASSROOM:** A301

**CALENDAR DESCRIPTION:**

The course focuses on the formulation, implementation and evaluation of advertising and sales promotion programs. Highlighted are the practicalities of media selection, local resource availability, budgets, and measures of effectiveness.

**PREREQUISITE (S)/COREQUISITE:** BA 1090

**REQUIRED TEXT/RESOURCE MATERIALS:**

Tuckwell, Keith J. Canadian Advertising in Action, 11<sup>th</sup> ed. 2016. Pearson.

**DELIVERY MODE (S):**

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required homework problems; asking questions in class; requesting additional sessions with your instructor during her posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrating your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

**COURSE OBJECTIVES:**

This course introduces students to:

1. The enormous and powerful influence advertising and related media holds in the marketplace and society.
2. The complex considerations in planning and executing a successful integrated marketing communications campaign.
3. The steps necessary to provide professional integrated marketing communications products and services.

## LEARNING OUTCOMES:

As a result of taking this course, students will gain the ability to:

1. Comprehend the necessity of starting with a clear idea of the firm's marketing objectives before an integrated marketing communications strategy is developed.
2. Understand that integrated marketing communications results will depend upon a combination of research, creativity, timing and analysis.
3. Create an integrated market communication plan for a real client.

## TRANSFERABILITY: (As of December 1, 2015)

- [Athabasca University: MKTG 3xx \(3\)](#) [DeVry Institute of Technology - Calgary: BUSN 2TR](#)
- [\(3\) MacEwan University: MARK 2xx \(3\)](#)
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**\*Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

What does 1xx, 1xxx, Jr. or Sr. mean? This indicates unspecified credit. The course is not close enough in content to a receiving institution course to be given credit for a specific receiving institution course. However, it will transfer as an option. Institutions have various ways of indicating non-specific course options, which also designate the level of study (i.e., a junior-level option might be Jr. ENGL, ENGL 1xx or 2xx, or ENGL 1xxx).

**REMINDER:** Transfer agreements specified in the Online Alberta Transfer Guide may be dependent on the particular program a student wishes to enter. If a student switches to an unrelated program, courses may not be fully transferable.

## EVALUATIONS:

Project	30%
Midterm Exam	25%
Final Exam	30%
Quizzes (Best 5 of 7)	10%
Professionalism	5%

Grades will be assigned on the Letter Grading System.

## The Details In Class Activities

As much as possible, I am going to try to avoid lecturing about the course material. Instead, I use in class discussions, presentations, case studies, and other application exercises for the most part. For this approach to work, you must come prepared to each class.

## Midterm Exam

The midterm exam will be a combination of multiple choice and long answer questions. It will test student's ability to understand the terminology along with applying this terminology to real life cases.

You will have 75 minutes to complete this test.

## Participation

To get the most out of this class, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed. If you attend all of the classes and contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 5 percent of your course grade for inadequate attendance and/or participation.

## Final Exam

Like the midterm exam, the final exam will test your ability to apply the course material. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.

## Project

We are going to be doing an Integrated Marketing Communication mix assignment for the Safe Communities Grande Prairie & Area. You will be assigned to a group and will develop an integrated marketing communications campaign which will involve creating a print advertisement, website content, radio advertisement, and social media content strategy along with the necessary primary and secondary research. You will create a report summarizing your activity and your findings. Your group will be required to present your initial "big idea" to the client and instructor and your group will present your IMC campaign to the class as a whole.

## Quizzes

There are seven quizzes with each quiz covering two chapters. Your quiz mark will be based on the best 5 of the 7 quizzes.

## GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

## COURSE SCHEDULE/TENTATIVE TIMELINE:



		<ul style="list-style-type: none"> <li>- Business and Strategic Planning Process</li> <li>- The Corporate Plan, the Marketing Plan</li> <li>- The Marketing Communications Plan</li> </ul> <p>Group work</p>		
Jan. 28 & Feb 1	Week 3	<b>Market Positioning Concepts</b> <ul style="list-style-type: none"> <li>- Business and Strategic Planning Process</li> <li>- The Corporate Plan, the Marketing Plan</li> <li>- The Marketing Communications Plan</li> </ul>	Chapter 4	
Jan. 30 & Feb. 1	Week 4	<b>Segmentation/Design, Layout, and Production</b> <ul style="list-style-type: none"> <li>-Creative Development Process</li> <li>- Problem Identification</li> <li>- Advertising Objective</li> <li>-Positioning-Strategy Statement</li> <li>-Creative Objective</li> <li>-Creative Strategy</li> <li>-Creative Execution</li> <li>-Magazine and Newspaper Advertising</li> <li>- Out-of-Home Advertising</li> <li>-Television and Radio Advertising</li> <li>- Direct Response Print and Television Advertising</li> </ul>	Chapter 5          Chapter 6	Quiz 2
Feb 4. & 8	Week 5	<b>February 6 Mid Term Review</b> <b>February 8 MIDTERM EXAM</b> <b>Chapters one through six</b> Mid Term Structure Part ONE: Tor F or MC questions drawn from the three quizzes Part TWO: Project Oriented Question Part THREE: Choice from General Questions		
Feb. 11 & 15	Week 6	February 13 <b>Prepare for client presentation</b> February 15 <b>Presentations to Client/Instructor</b>		Assignment 1 due – Feb. 1

		<p>Group 1 (TBA) Group 2 (TBA) <b>Group work</b> <b>Debrief presentation; discuss feedback; adjust where necessary and start plan</b></p>		
Feb. 18 & 22		<b>READING WEEK FEBRUARY 20-23</b>		
Feb. 25 & Mar. 1	Week 7	<p><b>Media Planning Essentials</b> - Media Planning Process - The Media Plan - Media Objectives and Strategies - Media Execution - Media Budget</p> <p><b>Print Media: Newspaper and Magazine</b> -Newspapers in Canada - Types of Newspaper Advertising - Newspapers as an Advertising Medium - Buying Newspaper Space -Magazines in Canada - Magazines as an Advertising Medium - Buying Magazine Space</p>	<p>Chapter 7</p> <p>Chapter 8</p>	Quiz 3
Mar. 4 & 8	Week 8	<p><b>Broadcast Media: Television and Radio</b> -Trends Affecting Television and Television Advertising - Television as an Advertising Medium - Television Advertising Alternatives Television Advertising Rates and Buying Procedures - The Canadian Radio Market - Trends Influencing the Radio Industry - Radio as an Advertising Medium - Radio Advertising Rates and Buying Procedures</p>	Chapter 9	Quiz 4
Mar. 11 & 15	Week 9	<p><b>Out-of-Home Media/Direct-Response Media</b> - Outdoor Advertising - Outdoor as an Advertising Medium - Transit Advertising - Transit as an Advertising Medium - Other Forms of Out-of-Home Advertising - At-Retail Media (Point-of-Purchase Advertising)</p>	Chapter 10	Quiz 5

		<ul style="list-style-type: none"> <li>- Direct-Response Advertising</li> <li>- Direct Mail and Strategies</li> <li>- Direct Mail as an Advertising Medium</li> <li>- Buying Direct Mail</li> <li>- Media Buying: Co-operative Direct Mail</li> <li>- Direct Response Television and Print Media</li> </ul>	Chapter 11	
Mar. 18 & 22	Week 10	<p><b>Interactive Media</b></p> <ul style="list-style-type: none"> <li>-Interactive Advertising</li> <li>- The Online Advertising Industry</li> <li>-Interactive Communication Strategies</li> <li>-Online Advertising and Alternatives</li> <li>- Internet as an Advertising Medium</li> <li>-Internet Advertising Rates and Buying Media Space</li> <li>- Other Forms of Online Marketing Communication</li> <li>- Mobile Communication</li> <li>- Video Game Advertising</li> <li>- Social Media Networks</li> </ul>	Chapter 12	
Mar. 25 & 29	Week 11	<p>Sales Promotion -Sales Promotion</p> <ul style="list-style-type: none"> <li>- Consumer Promotion Planning</li> <li>-Types of Consumer Promotion Activities</li> <li>-Trade Promotion Planning</li> <li>-Types of Trade Promotion Activity</li> <li>- Trends in Sales Promotion Planning</li> </ul>	Chapter 13	Quiz 6
Apr. 1 & 5	Week 12	<p>April 3</p> <p><b>Public Relations and Event Marketing and Sponsorship</b></p> <ul style="list-style-type: none"> <li>- Defining Public Relations</li> <li>- The Role of Public Relations</li> <li>- Public Relations Planning</li> <li>- The Tools of the Trade</li> <li>- Public Relations as a Communication Medium</li> <li>- Event Marketing and Sponsorship</li> <li>- Strategic Considerations for Event Marketing</li> <li>- Measuring Benefits of Event Marketing and Sponsorship</li> <li>- Event Marketing and Sponsorship as a Communication Medium</li> </ul> <p>April 5</p> <p>Preparation for Final Client Presentation</p>	Chapter 14	

Apr. 8 & 12	Week 13	<b>April 10</b> <b>Groups 1 and 2 Final Client Presentation</b> <b>April 12</b> - Winning group announced - Final Exam review		Quiz 7
	Week 14		Final Exam	Sometime between Apr. 12 & Apr. 26

**Final Exam – Date, Room and Time to be determined by the Registrar**

The above schedule is a guide only and can change depending on circumstances.

### **STUDENT RESPONSIBILITIES:**

#### **Attendance:**

Regular attendance is critical for success in this course. Students are expected to arrive on time and remain for the duration of scheduled classes and related activities.

#### **Assignments and Quizzes:**

- Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.
- Each student is expected to come to class on time, having read the material and completed the assignments. Note that participation marks will be based not only on the contribution made to the class by the student but also on professionalism exhibited. Note: The use of cell phones is unprofessional and is distracting to the instructor and fellow students.
- **No rewrites will be given on missed quizzes and the Mid-term. If there is an excusable absence for missing the Mid-term, the weighting of the missed exam will be added onto the final exam weighting.**

### **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

\*\*Note: all Academic and Administrative policies are available on the same page.