

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2024

BA2010 (A3): ADVERTISING & SALES PROMOTION – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesdays & Thursdays: 9:30 am -11:00 am, or by appointment
Best way to contact me: Email

All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check.). Emails that do not follow the above requirements will not be responded to.

CALENDAR DESCRIPTION:

This 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: BA1090

REQUIRED TEXT/RESOURCE MATERIALS: Advertising & Promotion 8ce Connect w/SmartBook (1 Year) Guolla.

Please access assignments through the myClass that link to Connect. Students must purchase Connect to complete course assessments.

Computer and Internet Requirements : <https://www.nwpolytech.ca/doc.php?d=TECHREQ>
Office 365 (free for NWP students)

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass and Connect. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material. In addition to myClass and in-class activities there are quizzes, assignments and activities to be completed on the publisher site.

Students are encouraged to supplement their studying with Connect. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

LEARNING OUTCOMES:

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

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

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

**** 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**

EVALUATIONS:

Quizzes	15%
Assignments	40%
Presentation	5%
Advertising and Promotion Plan	15%
Final Exam	25%
Total:	100%

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor) 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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

myClass Module	Week Start Date	Topics	Required Reading	Activity
Week 1	Jan 8-12	<ul style="list-style-type: none"> Course Introduction Integrated Marketing Communications 	Chapter 1	Team Roles
Week 2	Jan 15-19	<ul style="list-style-type: none"> Working with Agencies for IMC Consumer Behaviour and Target Audience Decisions 	Chapters 2-3	Quiz (Ch. 1-3)
Week 3	Jan 22-26	<ul style="list-style-type: none"> Communications Response Models Setting Objectives for IMC 	Chapters 4-5	Quiz (Ch. 4-5)
Week 4	Jan 29-Feb 2	<ul style="list-style-type: none"> Brand Positioning Strategy Decisions Creative Strategy Decisions 	Chapters 6-7	Quiz (Ch. 6-7)
Week 5	Feb 5-9	<ul style="list-style-type: none"> Creative Tactics Decisions Measuring Effectiveness for IMC 	Chapters 8-9	Quiz (Ch. 8-9)
Week 6	Feb 12-16	<ul style="list-style-type: none"> Media Planning and Budgeting 	Chapter 10	Quiz (Ch. 10)
Week 7	Winter Break – Feb 19-23 – no classes			
Week 8	Feb 26 -Mar 1	<ul style="list-style-type: none"> Broadcast Media Print Media 	Chapters 11-12	Quiz (Ch. 11-12)

Week 9	Mar 4-8	<ul style="list-style-type: none"> • Out of Home Media • Sales Promotion 	Chapter 13-14	Quiz (Ch. 13-14)
Week 10	Mar 11-15	<ul style="list-style-type: none"> • Public Relations • Direct Marketing 	Chapter 15-16	Quiz (Ch. 15-16)
Week 11	Mar 18-22	<ul style="list-style-type: none"> • Internet Media • Social Media 	Chapter 17-18	Quiz (Ch. 17-18)
Week 12	March 25-29	<ul style="list-style-type: none"> • Evaluating Issues Mar. 29 – Good Friday – No Classes	Chapter 19	Quiz (Ch. 19) Project Report Due
Week 13	April 1-5	<ul style="list-style-type: none"> • Presentation 		Presentations
Week 14	April 8-12	<ul style="list-style-type: none"> • Presentation 		Presentations
Week 15	April 15	No Classes		

Important Dates:

Jan 17 – Last Day to Withdraw with full refund.

March 19 – Business Conference

April 1 – Last Day to Withdraw

April 15 – Last Day of Classes

April 17-24 – Final Exam Week

STUDENT RESPONSIBILITIES:

Registered students are expected to abide by the rules and regulations of NWP. It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; see <https://www.nwpolytech.ca/about/administration/policies/> and <https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

ADDITIONAL INFORMATION:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all myClass and student e-mail regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screenshots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account.

ASSIGNMENT, QUIZZES AND EXAM POLICIES:**Assignments**

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word documents via myClass assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by prior instructor approval. Late assignments are assessed a 5% per day grade reduction. Assignments past five days are assessed a grade of zero.

Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date. There are no extensions on quizzes.
- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. It is imperative that the student has a reliable internet connection.
- Proctoring software may be required enabling browser lock-down and use of camera and sound recording while completing exams and quizzes.

Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- Exams may require a computer with a camera.
- To get the most out of class regular attendance and active participation is encouraged. Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class. Disruptive behaviour will also be viewed as “not professional” and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.
- Final examinations will be scheduled by the Registrar’s office. Do not plan any activities during examination week.
- A student may be refused permission to write a final as outlined in the Final Examination Policy: <https://www.nwpolytech.ca/about/administration/policies/>.

Technology Requirements:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Microsoft Office 365 (free for NWP students)