

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2023

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: Shawn DeGreeve **PHONE:** 780-539-2093
OFFICE: C307 **E-MAIL:** sdegreeve@nwpolytech.ca
OFFICE HOURS: Monday 8:30 - 10:00am Thursday 12:00pm – 2:00pm or Appointment

*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, etc.). 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(S): BA1090

REQUIRED TEXT/RESOURCE MATERIALS: Advertising & Promotion 7ce Connect w/SmartBook (1 Year) Guolla. Please access assignments through the D2L 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 D2L 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.

COURSE OBJECTIVES: This course introduces students to:

- The enormous & powerful influence advertising & related media holds in the marketplace & society.
- The complex considerations in planning & executing a successful Integrated Marketing Communications campaign.
- The steps necessary to provide professional integrated marketing communications products & services.

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.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 Connect	15%
Assignments D2L and Connect	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	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:

Week	Chapter	Topic	To Do See D2L for Due Dates and Times
1 Jan 01-	1	IMS and Organizing IMC	Team Roles Quiz
2 Jan 08-	2, 3	IMC, TM	Quiz
3 Jan 15-	4, 5	CRM, IMC	Quiz Assignment
4 Jan 22-	6, 7	Positioning, Creatives	Quiz Assignment
5 Jan 29-	8, 9	Tactics, Effectiveness	Quiz Assignment
6 Feb 05-	10	Planning	Quiz Assignment
7	11, 12	Broadcast, Print	

Feb 12			Quiz Assignment
8 Feb 19-	Winter Break		No classes
9 Feb 26-	13, 14	Out of Home, Sales Promo	Quiz Assignment
10 Mar 05-	15, 16	PR, Direct	Quiz Assignment
11 Mar 12-	17	Internet	Quiz Assignment
12 Mar 19-	18	Social	Quiz
13 Mar 26-	19	Ethics	Project Report
14 Apr 02-	Future of Advertising and Promotion	Online Resources	Presentation Assignment
15 Apr 09-		Presentations	Presentation Review
Exam			Final Exam

NOTE – Exams require computer with camera: (see schedule for dates)

Assignment, Quizzes and Exam Policies:

Assignments

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- CONNECT graded items are dispersed throughout the semester (see schedule for dates). There are no extensions on Connect assignments.

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 Connect 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** is enabled requiring browser lock-down and use of camera and sound recording while completing exam 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.
- 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 behavior 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.
- **Photographing and/or recording course content is strictly prohibited.**

NWP Calendar Academic Regulations

Debarred from Exams

- “You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if **significant parts of required assignments or lab work are not completed.**”

STUDENT RESPONSIBILITIES:

- **Your responsibility** is to complete the coursework to the best of your ability.
- **Your responsibility** as a student is to respect NWP staff and fellow students.

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 Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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