



**DEPARTMENT OF BUSINESS**

**COURSE OUTLINE – WINTER 2016**

**BA 2010 3(3-0-0)UT 45 hours – Advertising and Sales Promotion**

**INSTRUCTOR:** Charles A. Backman      **PHONE:** 780 539 2846  
**OFFICE:** C413      **E-MAIL:** cbackman@gprc.ab.ca  
**OFFICE HOURS:** TBD

**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, 10 th ed. 2015.* 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 and 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 \(3\)](#)

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.

\*\* 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:**

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 will try to 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 Grande Prairie Fire Department. 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.

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

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:

Date	Topics / Key Questions	Reading
Week 1	January 7 <b>Course Overview</b>  - Review course outline - Explain Assignments and exams - Explain project and hand out Project Notes	
Week 2	January 12, 14  <b>Advertising and Marketing Communication</b> - Role of Advertising - Forms of Advertising - Conditions Necessary for Using Advertising Effectively - Issues in Contemporary Advertising - Laws and Regulations - 2013 CLEO Awards	<b>Chapter 1</b>

Client Presentation Groups  
are assigned

**The Advertising Industry**

- Composition of the Advertising Industry
- Client-Side Advertising Management
- Advertising Agency Roles and Responsibilities
- Client-Agency Relationships
- Types of Advertising Agencies
- Structure and Management of the Advertising Agency
- Managing the Client's Business

**Chapter 2**

Week 3

January 19, 21

**Consumer Behavior Concepts and Target Market/Strategic Planning Concepts**

- Consumer Behavior
- Identifying and Selecting Target Markets
- Market Positioning Concepts

**Chapter 3**

- Business and Strategic Planning Process
- The Corporate Plan, the Marketing Plan
- The Marketing Communications Plan

**Chapter 4**

Group work

Week 4

January 26, 28

**Segmentation/Design, Layout, and Production**

- Creative Development Process
- Problem Identification
- Advertising Objective
- Positioning-Strategy Statement
- Creative Objective
- Creative Strategy
- Creative Execution

**Chapter 5**

- Magazine and Newspaper Advertising
- Out-of-Home Advertising
- Television and Radio Advertising
- Direct Response Print and Television Advertising

**Chapter 6**

Week 5

February 2, 4

**Media Planning Essentials**

- Media Planning Process
- The Media Plan
- Media Objectives and Strategies
- Media Execution
- Media Budget

**Chapter 7**

February 2

**Mid Term**

February 5

**Prepare for client presentation**

Week 6

February 10

**Presentations to Client/Instruction**

Group 1 2:30 - 2:45

Group 2 2:45 - 3:00

Group 3 3:00 - 3:15

Group 4 3:15 - 3:30

February 12

Group 5 2:30 - 2:45

Group 6 2:45 - 3:00

**Group work**

**Debrief presentation; discuss feedback; adjust where necessary and start plan**

## READING WEEK FEBRUARY 15-19

### Week 7

February 23, 25

#### **Print Media: Newspaper and Magazine**

- 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

### Chapter 8

### Week 8

March 2,4

#### **Broadcast Media: Television and Radio**

- Trends Affecting Television and Television Advertising
- Television as an Advertising Medium
- Television Advertising Alternatives

### Chapter 9

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

### Week 9

March 9, 11

#### **Out-of-Home Media/Direct-Response Media**

- 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)

### Chapter 10

- Direct-Response Advertising
- Direct Mail and Strategies
- Direct Mail as an Advertising Medium
- Buying Direct Mail
- Media Buying: Co-operative Direct Mail
- Direct Response Television and Print Media

### Chapter 11

Week 10	<p>March 16, 18</p> <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>	<b>Chapter 12</b>
Week 11	<p>March 23, 25</p> <p><b>Sales Promotion</b></p> <ul style="list-style-type: none"> <li>-Sales Promotion</li> <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>	<b>Chapter 13</b>
Week 12	<p>March 30</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 2          Preparation for Final Client Presentation</p>	<b>Chapter 14</b>
Week 13	<p>April 6</p> <p>Groups 1, 2 and 3 Final Client Presentation</p>	

April 8

Groups 4, 5 and 6 Final Client Presentation

Week 14      April 12

- Winning group announced
- Final Exam review

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

### **STUDENT RESPONSIBILITIES:**

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.

### **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 [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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