



COURSE OUTLINE – WINTER 2015

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

Instructor Joanne Ballance

Phone 780-539-2719 (office)
780-882-4927 (cell/text)

Office E218

E-mail jballance@gprc.ab.ca

Office Hours Wednesday
12:00 – 1:00 pm or
by appointment

Prerequisite:

BA 1090

Required Text/Resource Materials:

Tuckwell, Keith J. *Canadian Advertising in Action, 10th ed.* Scarborough: Prentice-Hall, 2013.

THE TEXT WILL BE USED EXTENSIVELY.

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.

Credit/Contact Hours:

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

Delivery Modes:

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.

Objectives:

1. To appreciate the enormous and powerful influence advertising and related media holds in the marketplace and society.
2. To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before an integrated marketing communications strategy is developed.
3. To provide the student with the steps necessary to provide professional integrated marketing communications products and services.
4. To assist the student in understanding that integrated marketing communications results will depend upon a combination of research, creativity, timing and analysis.
5. To introduce the student to the complex considerations in planning and executing a successful integrated marketing communications campaign.

Transferability:

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thompson Rivers' University, Concordia College and Royal Roads University. Institutions receiving as an individual course are AU.

**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.

Grading Criteria:

MARKS	Project	30%
	Midterm Exam	25%
	Final Exam	35%
	Professionalism	10%

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department**Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

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 10 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 Lion's Den Pub and Carvery. 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.

Statement on Plagiarism and Cheating:

Please refer to pages 49-50 of the College calendar regarding plagiarism and cheating and the resultant penalties. These are serious issues and will be dealt with severely.

Class Schedule

Date	Topics / Key Questions	Reading
Week 1	January 6, 8 Course Overview - Review course outline - Explain Assignments and exams - Explain project and hand out Project Notes Advertising and Marketing Communication Environment - Role of Advertising - Forms of Advertising - Conditions Necessary for Using Advertising Effectively - Issues in Contemporary Advertising - Laws and Regulations - 2013 CLEO Awards	Course Outline Chapter 1

Week 5 February 3, 5
Media Planning Essentials
- Media Planning Process
- The Media Plan
- Media Objectives and Strategies
- Media Execution
- Media Budget

Chapter 7

February 3
February 5

Mid Term
Prepare for client presentation

Week 6 February 10

Presentations to Client/Instructor

February 10

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

READING WEEK FEBRUARY 16-20

Week 7 February 24, 26
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 3,5

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 10, 12

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

March 17, 19

Interactive Media

- Interactive Advertising
- The Online Advertising Industry
- Interactive Communication Strategies
- Online Advertising and Alternatives
- Internet as an Advertising Medium
- Internet Advertising Rates and Buying Media Space
- Other Forms of Online Marketing Communication
- Mobile Communication
- Video Game Advertising
- Social Media Networks

Chapter 12

Week 11

March 24, 26

Sales Promotion

- Sales Promotion
- Consumer Promotion Planning
- Types of Consumer Promotion Activities
- Trade Promotion Planning
- Types of Trade Promotion Activity
- Trends in Sales Promotion Planning

Chapter 13

Week 12

March 31

Public Relations and Event Marketing and Sponsorship

- Defining Public Relations
- The Role of Public Relations
- Public Relations Planning
- The Tools of the Trade
- Public Relations as a Communication Medium
- Event Marketing and Sponsorship
- Strategic Considerations for Event Marketing
- Measuring Benefits of Event Marketing and Sponsorship
- Event Marketing and Sponsorship as a Communication Medium

Chapter 14

April 2

Preparation for Final Client Presentation

Week 13

April 7

Groups 1 and 2 Final Client Presentation

April 9

Groups 3, 4 Final Client Presentation

Week 14

April 14

- Winning group announced
- Final Exam review

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