

**GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE**

BA 2010 - ADVERTISING AND SALES PROMOTION

Winter 1997

- INSTRUCTOR:** Sharon Bell
- OFFICE:** C 413
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- TEXT:** Canadian Advertising in Action Tuckwell, Keith J. Prentice Hall, Scarborough, Ontario, 1992.
- PREREQUISITE:** BA 1090 or consent of instructor.
- COURSE DESCRIPTION:** This course focuses on the formulation, implementation and evaluation of advertising and sales promotions programs. Highlighted are the practicalities of media selection, local resource availability, budgets and measures of effectiveness.
- COURSE OBJECTIVES:**
1. To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before advertising and sales promotion strategy is developed.
 2. To stress the importance of marketing, advertising and sales promotion research in all phases of the advertising and sales promotion functions.
 3. To provide the student with the actual steps necessary to provide professional advertising and sales promotion.
 4. To understand that advertising and sales promotion results will depend upon a combination of research, creativity and timing.
 5. To introduce the student to the complex considerations in planning and executing a successful advertising and sales promotion campaign.

GRADING:

- Final Grades will be compiled in the following manner:

Quizzes	40%	(best 4 of 5 quizzes)
		*One absence before penalty.
Group Advertising and Sales Promotion Campaign Plan	20%	Final Written Plan - April 9
	20%	Presentation to Class
Participation in class on course content, group progress reports and helpful comments for other groups.	20%	
- Schedule of Quizzes: All Open Book and Note

Wednesdays: Jan. 15
Jan. 29
Feb. 12
Mar. 5
Apr. 9

**COURSE
CONTENT:**

ADVERTISING

Topics:

- Roles of Advertising
- Stages
- Specific Purpose of Campaigns
- Target Marketing
- Creating the Copy
- Layouts
- Print Production
- Television Commercials
- Radio Commercials
- Basic Media Strategy
- Using Television
- Using Radio
- Using Newspapers
- Outdoor Advertising
- Direct Response Advertising

SALES PROMOTION

Topics: Coupons/Trade Coupons
 Contests/Sweepstakes
 Price-Offs
 In Packs/On Packs
 Free in the Mail Premiums
 Self-Liquidating Premiums
 Sampling/Point of Purchase
 Bonus Packs
 Stamp and Continuity Plans
 Refunds
 Trade Allowances/Trade Deals

LATE ASSIGNMENTS: 3% deducted per day.

RESPONSIBILITY FOR CLASS CONTENT: Each student is personally responsible for anything covered in class, including assignments and notes given. If you are absent, ask a classmate for class notes. If there are good reasons for missing class, it is in your own best interests to inform the instructor of these reasons.

GROUP ADVERTISING AND SALES PROMOTION CAMPAIGN PLAN:

1. There will be EIGHT presentation dates, one for each group. These will begin on March 17 and end on April 4. Remember that there is no class on March 28.
2. Divide into groups. There should be 3 or 4 members in each group. Discuss the type of organization you would ideally like to design a campaign for. Draw up a prioritized list of companies you will approach.
3. Obtain written agreement with an organization. You are designing a campaign for them to use as they see fit. The more information the company will give you, the better the campaign plan will be. You MUST warn them that the information will be discussed in class and presented.
4. A Preliminary Report is due on January 17. (2-3 pages)
5. A Midterm Report is due on March 7. (5-10 pages)
6. The Final Campaign Plan (written) is due April 9 (20 pages).
7. Finalize Presentation Date between March 17 and April 4. Invite Client.
8. All Reports and Plans are to be typed. Spelling, quality of writing, presentation, creativity, practicality and application of studied materials will all be factors in evaluation.
9. The group presentation should include each member in the group. Factors in evaluation will include creativity, interest, clarity of speech, ease of understanding, practicality and the response of the client.