

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

T. Thompson

W 93

BA 2010A3 - ADVERTISING AND SALES PROMOTION

TEXTS:

1. Advertising Procedure; Eleventh Edition, Kleppner, O.; Russell, T.; Verrill, G.; Prentice-Hall Canada Inc., Scarborough, Ontario; 1986.
2. Sales Promotion Essentials (Paperback) Second Edition; Schultz, D.E.; Robinson, W.A.; Crain Books, Chicago, Illinois, 1982.

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 function.
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.

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GRADING:

1. Final Grades will be compiled in the following manner:

Quizzes	40% (i.e. 4 @ 10%)
Term Assignments	30% (i.e. 2 @ 15%)
Final Exam	30%
TOTAL	100%

2. Schedule of Quizzes

- a. January 19th - Quiz #1
- b. February 16th - Quiz #2
- c. March 23rd - Quiz #3
- d. April 13th - Quiz #4

3. Term Assignments Due Dates

- a. Advertising - February 18th
- b. Sales Promotion - April 13th

COURSE CONTENT:

1. ADVERTISING

- a. UNIT ONE (Parts 1 and 2)

- i) Topics
  - Roles of Advertising
  - Stages
  - Specific Purpose of Campaigns
  - Target Marketing

- b. UNIT TWO (Part 4)

- i) Topics
  - Creating the Copy
  - Lay-outs
  - Print Production
  - Television Commercial
  - Radio Commercial

- c. UNIT THREE (Part 3)

- i) Topics
  - Basic Media Strategy
  - Using Television
  - Using Radio
  - Using Newspapers
  - Outdoor Advertising
  - Direct Response Advertising

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NOTE: Suggested Reading - Ogilvy  
on Advertising; Ogilvy,  
David; John Wiley & Sons  
Limited; Toronto, ON, 1983.

2) SALES PROMOTION

a. UNIT ONE

- i) Topics
- Introduction
  - Coupons/Trade Coupons
  - Contests/Sweepstakes
  - Price-Offs

b. UNIT TWO

- i) Topics
- In Packs/On Packs, etc.
  - Free in the Mail Premiums
  - Self-Liquidating Premiums
  - Sampling/Point of Purchase

c. UNIT THREE

- i) Topics
- Bonus Packs
  - Stamp and Continuity Plans
  - Refunds
  - Trade Allowances/Trade Deals