

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

1988-89

BA 201A3 - ADVERTISING AND SALES PROMOTION

TEXTS:

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

PREREQUISITE:

BA 109 or consent of Instructor.

COURSE  
DESCRIPTION:

This course focuses on the formulation, implementation and evaluation of advertising and sales promotion programs. Highlighted will be the practicalities of media selection, local resource availability, budgets and measures of effectiveness.

COURSE  
OBJECTIVES:

1. To understand that advertising and sales promotion results will depend upon a combination of research, creativity and timing.
2. To introduce the student to the complex considerations in planning and executing a successful advertising and sales promotion campaign.
3. To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before advertising and sales promotion strategy is developed.
4. To stress the importance of marketing, advertising and sales promotion research in all phases of the advertising and sales promotion function.
5. To provide the student with the actual steps necessary to provide professional advertising and sales promotion.

## 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 23rd - Quiz #2
- c. March 21st - Quiz #3
- d. April 6th - Quiz #4

3. Term Assignments Due Dates

- a. Advertising - February 9th
- b. Sales Promotion - March 21st

## COURSE CONTENT:

1. ADVERTISING

- a. UNIT ONE

- i) Topics
  - Roles of Advertising
  - Stages
  - Specific Purposes of Campaigns
  - Target Marketing
- ii) Required Reading (Text)
  - Chapters 2, 3, 4

- b. UNIT TWO

- i) Topics
  - Creating the Copy
  - Lay-outs
  - Print Production
  - Television Commercial
  - Radio Commercial
- ii) Required Reading (Text)
  - Chapters 16, 17, 18, 19, 20

c. UNIT THREE

i) Topics

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

ii) Required Reading (Text)

- chapters 7, 8, 9, 10, 12, 13,

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

2) SALES PROMOTION

a. UNIT ONE

i) Topics

- Introduction
- Coupons/Trade Coupons
- Contests/Sweepstakes
- Price-Offs

ii) Required Reading (Text)

- Chapters 1, 2, 3, 6, 11

b. UNIT TWO

i) Topics

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

ii) Required Reading (Text)

- Chapters 7, 8, 9, 13, 14

c. UNIT THREE

i) Topics

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

ii) Required Reading

- Chapters 4, 5, 10, 12