

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 201 ADVERTISING AND SALES PROMOTION 3(3-0) WINTER 1992

INSTRUCTOR: Bill Corcoran

OFFICE: C-211

OFFICE HOURS: Monday and Wednesday 9:30 - 11:00 a.m.
Wednesday 6:00 - 6:30 p.m.

TELEPHONE: 539-2735

TEXTS: Russell and Lane, Kleppner's Advertising Procedure, 11th edition (Englewood Cliffs, N.J.: Prentice Hall, 1990).

Schultz and Robinson, Sales Promotion Essentials (Chicago: NTC Business Books, 1982).

PREREQUISITE: BA 109 or consent of the 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 the planning and executing of 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 an advertising and sales promotion strategy can be 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 that are necessary to provide professional advertising and sales promotion.

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GRADING: The following components will determine your final grade:

Quizzes (3 @ 10%)	30%
Class Project - Advertising	15%
Group Presentation - Sales Promotion	15%
Attendance/Participation	10%
Final Exam	30%

Conversion from percentages to stanines is as follows:

90 - 100%	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1

KEY DATES: Please note the following dates:

January 23	Quiz #1
February 20	Quiz #2
March 9	Class Project Due
March/April T.B.A.	Group Presentation
March 24	Quiz #3
April T.B.A.	Final Exam

ATTENDANCE: Because your participation is important to the success of the course, you are expected to attend ALL classes. If you are unable to attend, please let me know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

Ten percent of your final grade will be determined by your attendance and your class participation. Random attendance checks will be taken.

BA 201 ADVERTISING AND SALES PROMOTION WINTER 1992COURSE CONTENT:

<u>Week</u>	<u>Dates</u>	<u>Topic</u>	<u>Reading</u>
1	Jan. 7- Jan. 9	Role of Advertising Brands	AD 2 AD 3
2	Jan. 14-Jan. 16	Target Marketing Creating Copy	AD 4 AD 16
3	Jan. 21-Jan. 23	Words and Visuals Print Production Quiz #1	AD 17 AD 18
4	Jan. 28-Jan. 30	Radio Commercials T.V. Commercials	AD 20 AD 19
5	Feb. 4-Feb. 6	Media Strategy Using Newspapers	AD 7 AD 10
6	Feb. 11-Feb. 13	Using Radio Using T.V.	AD 9 AD 10
7	Feb. 18-Feb. 20	Using Direct Mail Outdoor Advertising Quiz #2	AD 13 AD 12
-	Feb. 24-Feb. 28	READING WEEK	
8	Mar. 03-Mar. 05	Sales Promotions Coupons	S.P. 1 S.P. 2
9	Mar. 10-Mar. 12	Contests and Sweepstakes Stamp and Continuity Plans	S.P. 3 S.P. 5
10	Mar. 17-Mar. 19	Price-Offs Bonus Packs, In-Packs, etc.	S.P. 6 S.P. 4, 7
11	Mar. 24-Mar. 26	Quiz #3 Premiums	S.P. 8, 9
12	Mar. 31-Apr. 2	Refunds Trade Coupons	S.P. 10 S.P. 11
13	Apr. 7-Apr. 9	Trade Allowances Sampling	S.P. 12 S.P. 13
14	Apr. 14-Apr. 16	P.O.P. Materials Review	S.P. 14

AD=Kleppner's Advertising Procedure S.P.=Sales Promo. Essentials