



DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE –WINTER 2021

BA2010 A3: Advertising & Sales Promotion – 3 (3-0-0) 45 Hours for 15 Weeks

INSTRUCTOR: Breianne Renyk **PHONE:** 780-539-2093
OFFICE: C307 **E-MAIL:** brenyk@gprc.ab.ca
OFFICE HOURS: By Zoom Appointment Only

CALENDAR 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.

PREREQUISITE(S)/COREQUISITE:

BA1090

REQUIRED TEXT/RESOURCE MATERIALS:

Guolla, M., Belch, G., & Belch, M. (2020). *Advertising and sales promotion: An integrated marketing communications perspective*. (7th edition). McGraw-Hill Education. ISBN: 9781260333114. Please note: this is an e-text that also requires Connect access to fulfill the course requirements.

WINTER 2021 DELIVERY:

This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and a reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca Note: GPRC reserves the right to change the course delivery.

COURSE OBJECTIVES:

This course introduces students to:

- The enormous & powerful influence of advertising & related media holds in the marketplace & society.
- The complex considerations in planning & executing a successful Integrated Marketing Communications campaign.
- The steps necessary to provide professional integrated marketing communications products & services.

LEARNING OUTCOMES:

As a result of taking this course, students will gain the ability to:

- Comprehend the necessity of starting with a clear idea of the firm's marketing objectives before an integrated marketing communications strategy is developed.
- Understand that integrated marketing communications results will depend upon a combination of research, creativity, timing and analysis.
- Create an integrated market communication plan for a real client.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**** 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**

EVALUATIONS:

Advertising & Sales Project	30%
Connect Activities	10%
Discussion Responses	15%
Final Exam	30%
Quizzes	15%
Total	100%

The Registrar's office will post the final exam schedule, slated to take place between April 14 and April 22, 2021. You must be available for this duration of time until notified of your final exam schedule.

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Available for viewing in myClass.

STUDENT RESPONSIBILITIES:

Students are expected to attend all scheduled classes, arrive on time, and remain for the entire duration of the class. Arriving late or leaving early will be treated as an absence. Students with 6+ absences over may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated, and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

****Note:** all Academic and Administrative policies are available on the same page.

Additional Information:

Late assignments: Assignments that are submitted after the deadline will have a 10% per-day late penalty applied to the assignment grade to a maximum of 3 days. If you believe that you have a legitimate reason for handing in an assignment, please contact the instructor beforehand. Exams and quizzes will be delivered and proctored electronically. Rewrites will be not be provided on missed quizzes or the final exam.

Electronics: Please keep in mind that using outside electronics during class time is unprofessional and distracting to the instructor and fellow students. Recording or taking photos in class at any time is prohibited unless explicit and advance permission is obtained in writing from the instructor.

Zoom etiquette: It is expected that you follow the instructor's request regarding your video and audio while in Zoom; you are required to keep your Zoom camera on for the full duration of your scheduled classes, with audio when necessary. This will require wearing class-appropriate attire, choosing an area with minimal noise and adequate lighting, with reliable technology and internet connection. Please do not use your cellular phones for accessing Zoom in case you are required to show your screen, follow along with course instruction, participate in online activities, or be an active contributor while in breakout groups. **It is prohibited to attend class while in a moving vehicle for safety reasons.**

Exam writing: The final exam and quizzes for this course must be taken online with the use of Respondus Lockdown Browser and Respondus Monitor exam proctoring software. Students must download Lockdown Browser and Respondus Monitor will automatically start with [quizzes/examinations] through myClass. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

Lockdown Browser and Respondus Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations.

You can learn more about Respondus Lockdown Browser and Respondus Monitor here: <https://web.respondus.com/lockdownbrowser-student-video/>. It is important to note that the software recordings are automated systems and are designed to be less intrusive than in-person proctors. The software is only running while you are signed in during your exam. The exam administrators only review the recordings after the exam is submitted and only if it was flagged due to suspicious activity.

The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that "No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body." In addition, S. 39 (4) states, "A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."

If you are unable to complete your [quizzes/examinations] using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at 780-539-2212 to arrange to write your exam. Students must book their [quizzes/examinations] no less than 2-weeks in advance of the test date and students are choosing to write the [quizzes/examination] in the GPRC Testing Centre are responsible for the \$30 sitting fee.