

Advertising and Sales Promotion

BA 2010 (3-0-0) 3 Credits

Strategically using powerful promotional tools

Basic Course Information

Instructor

Bill Corcoran
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Office Hours

MWF 9 - 10 a.m.
or by appointment. Making an appointment is usually better; I'm very prone to wandering

Transferability

Some universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

Pre-Requisite

BA 1090, an equivalent introductory marketing course, or consent of the instructor.

Text

Tuckwell, Keith J. *Canadian Advertising in Action* (5th edition). Scarborough: Prentice Hall, 2000.

This text will be used extensively; you need to have access to one.

Grading Scheme

Attendance and Participation	10%
Test 1	15%
Test 2	15%
Radio or TV Ad	15%
Sales Promo Presentation	15%
Final Exam.....	30%



Course Description

This 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.

Tips for Succeeding in this Course

1. **Start** your projects early. You can't consistently produce good work if you leave everything until the last minute.
2. **Choose** group members who have similar schedules, similar working habits, and similar academic goals. A team is only as strong as its weakest link.
3. **Keep up** with the required reading and review your notes on a periodic basis. You can't expect to learn and retain everything if you start studying the night before the test.
4. **Attend** all classes; this is not a distance education course. Ongoing and active class participation is essential for getting the most out of this course. **Make attendance a priority.**

The Gory Details

Attendance

To get the most out of the classes, you must attend regularly. If you can't make a class, please make arrangements with another class member to get any notes that you might have missed.

Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for an absence.

Ten percent of your course grade will be earned through attendance and class participation. If you attend all of the classes and contribute the occasional constructive insight, you can be assured of ten easy marks.

Course Objectives

1. To appreciate the enormous and powerful influence advertising holds in the marketplace and society.
2. To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before advertising and sales promotion strategy is developed.
3. To provide the student with the steps necessary to provide professional advertising and sales promotion products and services.
4. To assist the student in understanding 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.

In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, guest speakers, student presentations, exercises, and small group exercises.

Tests

Two 75-minute tests will be given. A variety of questioning formats will be used (i.e. multiple choice, reverse definitions, short and long answer). The tests will be non-cumulative with one exception: specific areas where most of the class had difficulties with may be re-tested. Each test will be worth 15% of your final grade.

Radio or Print Ad Assignment

A good marketer not only understands marketing theory, he or she can put the theory into action. Accordingly, you will produce either a one page print ad or a 30-second radio ad which demonstrates your understanding of some of the creative advertising concepts we will cover. In addition, you will write a one to two page strategy summary that explains what you are trying to achieve with your ad.

Sales Promotion Presentation

While not as visible as advertising, sales promotion can be as powerful or more powerful depending upon your objective.

Working in a group of 3 or 4 students, you will be assigned a specific sales promotion tool (e.g. coupons, loyalty programs, etc.). Your group will be charged with delivering a 20 minute presentation (including question period) which explains WHAT the sales promotion tool is and HOW it can be effectively used. Your presentation will include plenty of local examples. Also, you will attempt to involve and engage the class in your topic; interactivity is good.

Final Exam

A comprehensive final exam worth 30% of your final grade will be held during the exam period. While a variety of questioning formats will be used, expect more essay and long answer style questions. The Final will challenge you to integrate many of the concepts covered in the course and provide analysis of effective and not-so-effective advertising and sales promotion strategies.

Key Dates

Tues. Feb. 5	Radio or Print Ad	Wed, Mar 20 ??	2002 Business Conference
Thurs. Feb. 7	Test 1	Apr 2-9	Sales Promotion Presentations
Thurs. Mar 14	Test 2	TBA (Exam Period)	Final Exam

CLASS SCHEDULE Winter 2002

Date	Topics	Date	Topics
Jan. 3	- Course Overview - Course Outline/Assignments	Feb. 25-Mar. 1	READING WEEK – No Classes
Jan. 8, 10	- Advertising vs Promotion vs Marketing - Advertising Overview - Promotional Campaign - A wee review of Consumer Behavior - Text: Ch. 1, Ch.3, Ch. 4 (selected parts – skim most of these chapters)	Mar. 5, 7	- Broadcast Media - Radio - Out of Home - Text: Ch. 11
Jan. 15, 17	- Advertising Management – The Client - Advertising Management – The Agency - Creative Planning - Text: Ch. 2, Ch. 5	Mar. 12, 14	- Point of Purchase - Direct Response - Text: Ch. 12 - Due: Test #2 (Mar. 14)
Jan. 22, 24	- Creative Planning - Creative Execution - Text: Ch. 6	Mar. 19, 21	- Interactive Advertising - Internet Advertising
Jan. 29, 31	- Creative Execution	Mar. 26, 28	- B2B and Retail Advertising - Sales Promotion - Text: Ch. 14, Ch. 13
Feb. 5, 7	- The Media Plan and Budget - Due: Radio or Print Ad (Feb. 5) - Due: Test #1 (Feb. 7) - Text: Ch. 8	Apr. 2, 4	- Sales Promotion (Coupons, Samples, Contests, Refunds and Rebates, Premiums, Loyalty Programs) - Due: Sales Promotion Presentations (Apr. 2, 4)
Feb. 12, 14	- The Media Plan and Budget - Print Media – Newspaper - Text: Ch. 9	Apr. 9, 11	- Sales Promotion (Delayed Payment, Trade, Sales Force) - Wrap up and Final Exam Prep - Due: Sales Promotion Presentations (Apr. 9)
Feb. 19, 21	- Print Media – Magazines - Broadcast Media - TV - Text: Ch. 10	TBA	Final Exam scheduled by the Registrar during the Exam Period