



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2017

BA 2010 3(3-0-0)UT 45 hours – Advertising and Sales Promotion

INSTRUCTOR: Charles A. Backman **PHONE:** 780 539 2846
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OFFICE HOURS: TBD

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:

BA 1090

REQUIRED TEXT/RESOURCE MATERIALS:

Tuckwell, Keith J. *Canadian Advertising in Action, 10 th ed. 2015.* Pearson.

DELIVERY MODE(S):

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related procedures. I will assign relevant textbook readings and problems, review key topic points prior to exam dates, and test your knowledge, understanding and application of the material.

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working the required homework problems; asking questions in class; requesting additional sessions with your instructor during her posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrating your mastery of the subject matter on the examinations.

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time. Plan your schedule accordingly. Do not fall behind in the assigned readings and problems because it is difficult to catch up.

COURSE OBJECTIVES:

This course introduces students to:

1. The enormous and powerful influence advertising and related media holds in the marketplace and society.
2. The complex considerations in planning and executing a successful integrated marketing communications campaign.
3. The steps necessary to provide professional integrated marketing communications products and services.

LEARNING OUTCOMES:

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

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

TRANSFERABILITY: (As of December 1, 2015)

- [Athabasca University: MKTG 3xx \(3\)](#)
- [DeVry Institute of Technology - Calgary: BUSN 2TR \(3\)](#)
- [MacEwan University: MARK 2xx \(3\)](#)

What does 1xx, 1xxx, Jr. or Sr. mean? This indicates *unspecified* credit. The course is not close enough in content to a receiving institution course to be given credit for a specific receiving institution course. However, it will transfer as an option. Institutions have various ways of indicating non-specific course options which also designate the level of study (i.e., a junior-level option might be Jr. ENGL, ENGL 1xx or 2xx, or ENGL 1xxx).

REMINDER: Transfer agreements specified in the Online Alberta Transfer Guide may be dependent on the particular program a student wishes to enter. If a student switches to an unrelated program, courses may not be fully transferable.

** 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:

Project	30%
Midterm Exam	25%
Final Exam	30%
Quizzes (Best 5 of 7)	10%
Professionalism	5%

Grades will be assigned on the Letter Grading System.

The Details

In Class Activities

As much as possible, I am going to try to avoid lecturing about the course material. Instead, I will try to use in-class discussions, presentations, case studies, and other application exercises for the most part. For this approach to work, you must come prepared to each class.

Midterm Exam

The midterm exam will be a combination of multiple choice and long answer questions. It will test student's ability to understand the terminology along with applying this terminology to real life cases.

You will have 75 minutes to complete this test.

Participation

To get the most out of this class, you must attend regularly. In fact, I expect that you will attend every scheduled class. If you are unable to make a scheduled class, please make arrangements with another class member to get any notes that you might have missed.

If you attend all of the classes and contribute the occasional constructive insight, you can be assured of retaining all of the marks you have otherwise earned in the course. If your attendance and/or class contribution is less than the above, your overall course grade will be adjusted downward. You stand to lose up to 5 percent of your course grade for inadequate attendance and/or participation.

Final Exam

Like the midterm exam, the final exam will test your ability to apply the course material. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half.

The Registrar will schedule the date and time for the final.

Project

We are going to be doing an Integrated Marketing Communication mix assignment for the project. You will be assigned to a group and will develop an integrated marketing communications campaign which will involve creating a print advertisement, website content, radio advertisement, and social media

content strategy along with the necessary primary and secondary research. You will create a report summarizing your activity and your findings. Your group will be required to present your initial “big idea” to the client and instructor and your group will present your IMC campaign to the class as a whole.

This year the real world client will be the Revitalization Conference

Quizzes

There are seven quizzes with each quiz covering two chapters. Your quiz mark will be based on the best 5 of the 7 quizzes.

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

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:

Date	Topics / Key Questions	Reading
Week 1	January 9, 11 Course Overview - Review course outline - Explain Assignments and exams - Explain project and hand out Project Notes	

Advertising and Marketing Communication

- Role of Advertising
- Forms of Advertising
- Conditions Necessary for Using Advertising Effectively
- Issues in Contemporary Advertising
- Laws and Regulations
- 2013 CLEO Awards

Chapter 1

Client
Presentation
Groups are
assigned

Week 2 January 16, 18

The Advertising Industry

- Composition of the Advertising Industry
- Client-Side Advertising Management
- Advertising Agency Roles and Responsibilities
- Client-Agency Relationships
- Types of Advertising Agencies
- Structure and Management of the Advertising Agency
- Managing the Client's Business

Chapter 2

Group Project Introduction

- Bruce Rutley
- Darlene MacDonald

Week 3 January 23, 25

Consumer Behavior Concepts and Target Market/Strategic Planning Concepts

- Consumer Behavior
- Identifying and Selecting Target Markets
- Market Positioning Concepts

Chapter 3

- Business and Strategic Planning Process
- The Corporate Plan, the Marketing Plan
- The Marketing Communications Plan

Chapter 4

Group work

Week 4

January 30, Feb. 1

Segmentation/Design, Layout, and Production

- Creative Development Process
- Problem Identification
- Advertising Objective
- Positioning-Strategy Statement
- Creative Objective
- Creative Strategy
- Creative Execution

Chapter 5

- Magazine and Newspaper Advertising
- Out-of-Home Advertising
- Television and Radio Advertising
- Direct Response Print and Television Advertising

Chapter 6

Week 5

February 6, 8

February 6

Mid Term

February 8

Prepare for client presentation

Week 6

February 13, 15

February 13: Prepare for Group Presentation

February 15: **Presentations to Client/Instruction**

Group 1 2:30 - 2:45

Group 2 2:45 - 3:00

Group 3 3:00 - 3:15

Group 4 3:15 - 3:30

Group 5 3:30 – 3:45

READING WEEK FEBRUARY 20-24

February 27, March 1

Week 7

Media Planning Essentials

- Media Planning Process
- The Media Plan
- Media Objectives and Strategies
- Media Execution
- Media Budget

Chapter 7

Print Media: Newspaper and Magazine

- Newspapers in Canada
- Types of Newspaper Advertising
- Newspapers as an Advertising Medium
- Buying Newspaper Space
- Magazines in Canada
- Magazines as an Advertising Medium
- Buying Magazine Space

Chapter 8

Week 8

March 6,8

Broadcast Media: Television and Radio

- Trends Affecting Television and Television Advertising
- Television as an Advertising Medium
- Television Advertising Alternatives

Chapter 9

- Television Advertising Rates and Buying Procedures
- The Canadian Radio Market
- Trends Influencing the Radio Industry
- Radio as an Advertising Medium
- Radio Advertising Rates and Buying Procedures

Week 9

March 13, 15

Out-of-Home Media

- Outdoor Advertising
- Outdoor as an Advertising Medium
- Transit Advertising
- Transit as an Advertising Medium
- Other Forms of Out-of-Home Advertising
- At-Retail Media (Point-of-Purchase Advertising)

Chapter 10

Direct-Response Media

- Direct Mail and Strategies
- Direct Mail as an Advertising Medium
- Buying Direct Mail
- Media Buying: Co-operative Direct Mail
- Direct Response Television and Print Media

Chapter 11

Week 10

March 20, 22

Interactive Media

- Interactive Advertising
- The Online Advertising Industry
- Interactive Communication Strategies
- Online Advertising and Alternatives
- Internet as an Advertising Medium
- Internet Advertising Rates and Buying Media Space
- Other Forms of Online Marketing Communication
- Mobile Communication
- Video Game Advertising
- Social Media Networks

Chapter 12

Week 11

March 27, 29

Sales Promotion

- Sales Promotion
- Consumer Promotion Planning
- Types of Consumer Promotion Activities
- Trade Promotion Planning
- Types of Trade Promotion Activity
- Trends in Sales Promotion Planning

Chapter 13

Week 12

April 3, 5

Group Presentations to Client over two day period

Day One

Group 1 2:30 – 2:55

Group 2 2:55 - 3:20

Group 3 3:20 - 3:50

Day Two

Group 4 2:30 - 3:00

Group 5 3:00 – 3:30

Week 13 April 10, 12

Public Relations and Event Marketing and Sponsorship

- Defining Public Relations
- The Role of Public Relations
- Public Relations Planning
- The Tools of the Trade
- Public Relations as a Communication Medium
- Event Marketing and Sponsorship
- Strategic Considerations for Event Marketing
- Measuring Benefits of Event Marketing and Sponsorship
- Event Marketing and Sponsorship as a Communication Medium

Chapter 14

April 12

Final Exam review

Final Exam – Date, Room and Time to be determined by the Registrar

STUDENT RESPONSIBILITIES:

Each student is expected to come to class **on time**, having read the material and completed the assignments. Note that participation marks will be based not only on the contribution made to the class by the student but also on professionalism exhibited. **Note:** The use of cell phones is unprofessional and is distracting to the instructor and fellow students.

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 Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

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