



ADVERTISING and SALES PROMOTION

BA 2010
(3 - 0 - 3)

Fall 2007

Instructor

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Office Hours: Tuesdays 10:00 - 11:00 pm
By Appointment

Grading Scheme

Attendance/Participation	(-10%)
Quizzes (2 @ 5%); Assignments (5%)	15%
Marketing Plan	5%
Communication Objectives	15%
Creative Brief	30%
Media Plan/Advertisements	20%
Presentation	15%

Course Description

This course focuses on combining traditional advertising media, sales promotion, and new media into effective promotional programs. The process of planning, creating, implementing, and evaluating an integrated marketing communications plan is explored.

Text

Tuckwell, Keith J.
Canadian Advertising in Action (7th ed.)
Toronto: Pearson Education, 2006

Text Usage

The text will be used extensively in this course. You must have access to one.

Transferability

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

Pre-Requisite

BA 1090 Introduction to Marketing, an equivalent introductory marketing course, or consent of the Instructor is required.

ALPHA	4-POINT	PERCENTAGE	DESIGNATION
A+	4.0	90 - 100	Excellent
A	4.0	85 - 89	
A-	3.7	80 - 84	First Class Standing
B+	3.3	76 - 79	
B	3.0	73 - 75	Good
B-	2.7	70 - 72	
C+	2.3	67 - 69	Satisfactory
C	2.0	64 - 66	
C-	1.7	60 - 63	
D+	1.3	55 - 59	Minimal Pass
D	1.0	50 - 54	
F	0.0	0 - 49	Fail

Tips for Success in Class

1. **Start** your projects early. You can't produce good work if you leave everything until the last minute.
2. **Choose** group members who have similar schedules, working habits, and academic goals.
3. **Keep up** with the required reading and review your notes on a periodic basis. You can not 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** - each class builds on the other.

Course Objectives

- To appreciate the enormous and powerful influence advertising and related media hold in the marketplace and society.
- To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before an integrated marketing communications strategy is developed.
- To provide the student with the steps necessary to provide professional integrated marketing communications products and services.
- To assist the student in understanding that integrated marketing communications results will depend upon a combination of research, creativity, and timing.
- To introduce the student to the complex considerations in planning and executing a successful integrated marketing communications campaign.



GPRC

THE GORY DETAILS

BA 2010 ADVERTISING AND PROMOTION

Attendance/Participation

This course is designed to be very “hands-on” and builds from one class to another. To get the most out of the classes, you must attend regularly. If you can not 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.

Up to 10% of your course grade will be deducted based on attendance and class participation. If you attend all of the classes and contribute the occasional constructive insight, you can be assured of a full grade.

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.

Quizzes

Two Quizzes 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 may be re-tested. The first quiz will be worth 5% of your final grade. The second is worth 5% of your final grade.

Please note that these Quizzes must be written on the day and time they are scheduled. If you miss a quiz, you miss the opportunity for these quiz marks.

Exceptions to the above will be made for properly documented absences (i.e. medical notes, official College business, etc. Just informing me that you will be away Does Not constitute and excused absence from a quiz.

Assignments

The ultimate goal for this course is to teach you how to effectively prepare an Integrated Marketing Communications Strategy. Four separate plans - a Marketing Plan, a Communications Creative Plan, and a Media Plan have been assigned. These plans together will form the overall Integrated Communications Strategy. For this reason, each assignment must be completed before a grade will be assigned for the course.

Assignments are due and will be collected at the start of class. Please refer to the “Key Dates” sidebar to your right. Late assignments will be penalized 20% per day - including weekends.

If you must hand in an assignment late, DO NOT drop it on my desk. Either hand it to me personally or give it to the cashier and advise her to deposit it into my mailbox.

Presentation

While not as visible as advertising, Direct-Response Media, Internet Communications, Sales Promotions, Public Relations, and Event Sponsorship are integral to an Integrated Marketing Communications Strategy.

Working in a group of two, you will be assigned a specific task regarding one or more of these communications tools. Your group will be charged with delivering a 10 minute presentation (including a de-briefing) which explains what the strategies are and how they can be effectively used to reach your objectives.

My hopes are to invite a few “experts” to sit in as “judges” of your presentations. Make them snappy and interactive and you should be quite successful at this task.

Student Conduct

It is your responsibility to become familiar with the basic principles of conduct within the College. Please refer to the Official Calendar (pages 43 - 47), regarding Student Conduct.

Key Dates:

- **Thursday, Sept. 18/07**
Quiz #1
- **Thursday, Oct. 11/07**
Marketing Plan Due
- **Thursday, Oct. 18/07**
Marketing Communicatio Objectives Due
- **Thursday, Nov. 15/07**
Creative Brief Due
- **Tuesday, Nov. 20/07**
Quiz #2:
- **Tuesday, Dec. 4/07**
Compiled Plan Due (w/ Media & Graphics) Presentations #1
- **Thursday, Dec. 6/07**
Presentations #2

BA 2010 CLASS SCHEDULE

#	WEEK	DATE	TOPIC	CLASS TIME...	READ/APPLICATION	
1	WEEK 1	Thurs., Sept. 6, 2007	WELCOME & OUTLINES	Overview of Outline/Get to Know You	OUTLINE	
2	WEEK 2	Tues., Sept. 11, 2007	MARKETING & ADVERTISING and MARKETING COMM.	Overview of Marketing	Marketing 101 Handout	
3	Thurs., Sept. 13, 2007	Ch. 1: Advertising in a Marketing Communications...		Chapter 1		
4	WEEK 3	Tues., Sept. 18, 2007	MAJOR PROJECTS	QUIZ # 1: Marketing Overview & Chapter 1/The Industry	QUIZ # 1:	
5	Thurs., Sept. 20, 2007	Guest Speaker: Market Background Information		Assignment Handouts		
6	WEEK 4	Tues., Sept. 25, 2007	MARKETING COMMUNICATIONS PLANNING	Ch. 3: Consumer Behavior Concepts & Target Marketing	Chapter 3	
7	Thurs., Sept. 27, 2007					
8	WEEK 5	Tues., Oct. 2, 2007		Ch. 4: Strategic Planning Concepts for M.C.	Chapter 4	
9	Thurs., Oct. 4, 2007					
10	WEEK 6	Tues., Oct. 9, 2007	CREATING THE MESSAGE	Ch. 5: Creative Planning Essentials	Chapter 5	
11	Thurs., Oct. 11, 2007			Marketing Plan Due		
12	WEEK 7	Tues., Oct. 16, 2007	COMMUNICATING THE MESSAGE: Parts 1 and 2	Ch. 8: Print Media: Newspapers & Magazines	Chapter 8 & Handout	
13	Thurs., Oct. 18, 2007			Ch. 9: Broadcast Media: Television & Radio	Ch. 9/MC Objectives Due	
14	WEEK 8	Tues., Oct. 23, 2007		Ch. 10: Out-of-Home Media: Media Representatives	Chapter 10	
15	Thurs., Oct. 25, 2007			Ch. 11: Direct-Response Media	Chapter 11	
16	WEEK 9	Tues., Oct. 30, 2007		Ch. 12: Internet Communications	Chapter 12	
17	Thurs., Nov. 1, 2007			Ch. 13: Sales Promotion	Chapter 13	
18	WEEK 10	Tues., Nov. 6, 2007		Ch. 14: Public Relations & Event Marketing & Sponsorships	Chapter 14	
19	Thurs., Nov. 8, 2007			Ch. 6: Design, Layout, and Production	Chapter 6 & Unit Handout	
20	WEEK 11	Tues., Nov. 13, 2007		CREATING THE MESSAGE	Quiz #2: Design, Layout & Production	Creative Brief Due
21	Thurs., Nov. 15, 2007				Computer Lab Day	Quiz #2:
22	WEEK 12	Tues., Nov. 20, 2007	COMMUNICATING THE MESSAGE	Ch. 7: Media Planning Essentials	Chapter 7	
23	Thurs., Nov. 22, 2007			Scavenger Hunt		
24	WEEK 13	Tues., Nov. 27, 2007	PULLING IT ALL TOGETHER!	Presentations of Plans #1	Compiled Plan Due	
25	Thurs., Nov. 29, 2007			Presentations of Plans #2	LAST CLASS	
26	WEEK 14	Tues., Dec. 4, 2007				
27		Thurs., Dec. 6, 2007				