

# Advertising and Sales Promotion

BA 2010 (3-0-0) 3 Credits

*Strategically using powerful promotional tools*

## Basic Course Information

### Instructor

Bill Corcoran  
B-408 539-2735 Corcoran@gprc.ab.ca

### Office Hours

MW 2:30 - 4 p.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* (6<sup>th</sup> edition). Scarborough: Prentice Hall, 2003.

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 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.

### 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.

## 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.

## Print Ad Assignment

A good marketer not only understands marketing theory, he or she can put the theory into action. Accordingly, you will produce a ½ page print ad for a local business that 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. Further, you will suggest other supporting marketing communications tools you might use with the ad in an integrated communications strategy.

For students majoring in marketing, this assignment will help you develop skills that you will use for your Marketing Strategy and Business Strategy classes.

## Course Objectives

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

## 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 Oct. 5	Test 1	Nov. 25-Dec. 2	Sales Promotion Presentations
Thurs. Oct. 7	Print Ad	TBA	Final Exam
Tues. Nov. 9	Test 2	(Exam Period)	

## CLASS SCHEDULE Fall 2004

Date	Topics	Date	Topics
Sep. 7,9	- Course Overview - Course Outline/Assignments -Advertising vs Promotion vs Marketing - Advertising Overview - Promotional Campaign (IMC) - <b>Text:</b> Ch. 1	Nov. 2, 4	- Out of home Media - Direct Response - <b>Text:</b> Ch. 11 an Ch. 12
Sep. 14,16	- The Advertising Industry - A wee review of Intro Marketing (Consumer Behavior, Targeting, Marketing Planning) - <b>Text:</b> Ch. 2, Ch.3, Ch. 4)	Nov. 9	- <b>Due:</b> Test #2 ( <i>Nov. 9</i> )
Sep. 21, 23	- Creative Planning - Creative Execution - <b>Text:</b> Ch. 5 and Ch. 6	Nov.16, 18	- Internet Communications - Sales Promotion - <b>Text:</b> Ch. 13, Ch. 14
Sep. 28, 30	- Creative Execution	Nov. 23, 25	- Sales Promotion (Coupons, Samples, Contests) <b>Due:</b> Sales Promotion Presentations ( <i>Nov. 25</i> )
Oct. 5, 7	- The Media Plan and Budget - <b>Due:</b> Test #1 ( <i>Oct. 5</i> ) - <b>Due:</b> Radio or Print Ad ( <i>Oct. 7</i> ) - <b>Text:</b> Ch. 7	Nov 30, Dec. 2	-Sales Promotion (Refunds and Rebates, Premiums, Loyalty Programs, Delayed Payment, Trade, Sales Force) <b>Due:</b> Sales Promotion Presentations ( <i>Nov. 30, Dec. 2</i> )
Oct. 12, 14	- The Media Plan and Budget - Media Research - <b>Text:</b> Ch. 8	Dec. 7, 9	- Guest Speaker or catch up - Review and Final Exam Prep
Oct 19, 21	- Print Media –Newspapers and Magazines - <b>Text:</b> Ch. 9	TBA	Final Exam scheduled by the Registrar during the Exam Period
Oct. 26, 28	- Broadcast Media –TV and Radio - <b>Text:</b> Ch. 10		

September 2004