

Advertising and Sales Promotion

BA 2010 (3-0-0) 3 Credits

Strategically using powerful promotional tools

Basic Course Information

Instructor

Bill Corcoran
C 412 539-2735 bcorcoran@gprc.ab.ca

Office Hours

By appointment or drop by.

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* (8th edition). Toronto: Pearson, 2009.

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

Grading Scheme

Marketing Review Test	15%
Print Ad	15%
Mid Term	20%
IMC Presentation	15%
Final Exam.	35%
Attendance and Participation	up to -10%



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.**
5. **Visit** the MS-Blackboard site for this course to get copies of the Power Point presentations.

The Gory Details

Attendance

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.

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.

If you attend all of the classes and at least 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 10 percent of your course grade for inadequate attendance and/or participation.

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.

In-Class Activities

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

I've prepared Power Point presentations for most of the course topics. You can access copies of these presentations on the BA 2010 MS Blackboard site.

Tests

Two tests will be given: a Marketing Review Test (15%) and a Midterm (20%). A variety of questioning formats will be used (i.e. multiple choice, reverse definitions, short and long answer).

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.

IMC Presentation

Effective advertising involves coordination of different advertising mediums and different communication tools. This assignment will test your ability to apply the concepts of the Integrated Marketing Communications mix.

Working in a group of 3 students, you will produce a 30 second radio ad based on one of your group members' print ad.

Your group will then be charged with delivering a 10 minute presentation. During the presentation you will explain the both the creative and media strategy behind the radio ad and how the radio ad fits into a larger IMC mix. Your IMC mix will need to include at least 5 different elements. Also, you will attempt to involve and engage the class in your presentation; interactivity is good.

At the end of the presentation, your group will hand in a short report (about 3 pages) which summarizes your presentation. The report will include at least two appendices: a script for your radio ad and a copy of your print ad.

Final Exam

A comprehensive final exam worth 35% 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. A take home portion of the exam may be assigned.

Key Dates

Thurs. Sept 25	Marketing Review Test	Dec. 2,4	IMC Presentations
Tues. Oct .21	Print Ad	TBA	Final Exam
Tues. Nov. 6	Mid Term	(Exam Period)	

CLASS SCHEDULE Fall 2008

Date	Topics	Date	Topics
Sep. 4	- Course Overview - Course Outline/Assignments	Nov. 13	- Out of Home Media - Direct Response - Text: Ch. 10, Ch. 11
Sep. 9, 11	-Advertising vs Promotion vs Marketing - Advertising Overview - Promotional Campaign (IMC) - A Review of Intro Marketing - Text: Ch. 1, Ch 3` and Handouts	Nov.18, 20	- Internet - Sales Promotion - Text: Ch. 12, Ch. 13
Sep. 16, 18	- A Review of Intro Marketing - Text: Ch.3, Ch. 4, and handouts	Nov. 25, 27	- Sales Promotion - PR/Event Marketing/Sponsorship - Text: Ch. 13, Ch. 14
Sep. 23, 25	- A Review of Intro Marketing - Text: Ch.3, Ch. 4, and handouts - Due: Marketing Review Test (<i>Sep. 25</i>)	Dec. 2, 4	- Due: IMC Class Presentations (<i>Dec.2,4</i>)
Sep. 30 Oct. 2	- The Advertising Industry - Review of Graphic Design - Text: Ch.2, handouts	TBA	Final Exam scheduled by the Registrar during the Exam Period
Oct. 7, 9	- The IMC (yet again!!) - Creative Planning - Creative Execution - Text: Ch. 5, Ch. 6		September 2008
Oct.14,16	- Creative Execution - The Media Plan and Budget - Text: Ch. 6, Ch. 7		
Oct. 21, 23	- The Media Plan and Budget - Media Research - Print Media –Newspapers and Magazines - Due: Print Ad (<i>Oct.21</i>) - Text: Ch. 7, Ch 8		
Oct 28, 30	- Print Media –Newspapers and Magazines - Broadcast Media –TV and Radio - Text: Ch. 8, Ch. 9		
Nov. 4, 6	- Broadcast Media –TV and Radio - Text: Ch. 9 - Due: Mid Term (<i>Nov. 6</i>)		