



Grande Prairie Regional College

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2012

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

Instructor Trevor Thomas

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Office Hours Monday and Wednesday
12:00 – 1:00 pm or
by appointment

Prerequisite:

BA 1090

Required Text/Resource Materials:

Tuckwell, Keith J. *Canadian Advertising in Action, 8th ed.* Scarborough: Prentice-Hall, 2009.

THE TEXT WILL BE USED EXTENSIVELY.

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.

Credit/Contact Hours:

This is a 3 credit course with 2 lectures per week. Students are expected to attend all lectures.

Delivery Modes:

For each topic listed, there will be a classroom lecture/discussion and a demonstration of related merchandising 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; ask questions in class; request additional sessions with your instructor during his posted office hours to clear up any misunderstandings or uncertainties about material completed in class; and demonstrate 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.

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 a successful integrated marketing communications campaign.

Transferability:

Block transfer post-diploma agreements have been made with the following institutions: Athabasca University (including the GPRC on-campus AU 2+1 and 2+2 Bachelor of Management degree), University of Lethbridge, Lakeland College, Okanagan College, Thompson Rivers' University, Concordia College and Royal Roads University. Institutions receiving as an individual course are AU.

**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.

Grading Criteria:

MARKS	Project	30%
	Midterm Exam	25%
	Final Exam	35%
	Professionalism	10%

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

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, 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 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.

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 city of Grande Prairie Community Action on Crime Prevention. We will be breaking into groups and developing a targeted campaign which will involved creating a print add, website, radio add, along with doing primary and secondary research. You will also create a report summarizing your activity and your findings.

Statement on Plagiarism and Cheating:

Please refer to pages 49-50 of the College calendar regarding plagiarism and cheating and the resultant penalties. These are serious issues and will be dealt with severely.

Class Schedule

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

Week 2	Advertising and Marketing Communication Environment - Role of Advertising - Forms of Advertising - Conditions Necessary for Using Advertising Effectively - Issues in Contemporary Advertising - Laws and Regulations - 2010 CLEO Awards	Chapter 1
Week 3	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
Week 4	Consumer Behavior Concepts and Target Market/Strategic Planning Concepts - Consumer Behavior - Identifying and Selecting Target Markets - Market Positioning Concepts - Business and Strategic Planning Process - The Corporate Plan, the Marketing Plan - The Marketing Communications Plan	Chapter 3 Chapter 4
Week 5	Segmentation/Design, Layout, and Production -Creative Development Process - Problem Identification - Advertising Objective -Positioning-Strategy Statement -Creative Objective -Creative Strategy -Creative Execution -Magazine and Newspaper Advertising - Out-of-Home Advertising -Television and Radio Advertising - Direct Response Print and Television Advertising	Chapter 5 Chapter 6

Week 6	<p>Media Planning Essentials</p> <ul style="list-style-type: none"> - Media Planning Process - The Media Plan - Media Objectives and Strategies - Media Execution - Media Budget <p>Mid Term</p>	Chapter 7
Week 7	<p>Print Media: Newspaper and Magazine</p> <ul style="list-style-type: none"> -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	<p>Broadcast Media: Television and Radio</p> <ul style="list-style-type: none"> -Trends Affecting Television and Television Advertising - Television as an Advertising Medium - Television Advertising Alternatives - 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 	Chapter 9
Week 9	<p>Out-of-Home Media/Direct-Response Media</p> <ul style="list-style-type: none"> - 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) <p style="margin-top: 20px;"> <ul style="list-style-type: none"> - Direct-Response Advertising - Direct Mail and Strategies - Direct Mail as an Advertising Medium </p>	<p>Chapter 10</p> <p style="margin-top: 20px;">Chapter 11</p>

- Buying Direct Mail
- Media Buying: Co-operative Direct Mail
- Direct Response Television and Print Media

Week 10

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

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

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

Week 13

Project Wrap up and Final Exam Preparation

Final Exam

Final Exam - T.B.A