




# Business Administration

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| Course Number:          | <b>BUAD 266</b>   |
| Course Title:           | <b>ADVERTISING AND MARKETING COMMUNICATIONS</b>   |
| Credits:                | 3   |
| Calendar Description:   | Students examine the role of advertising design in integrated marketing communications. Advertising design is considered with respect to consumer behaviour, media, advertisers and advertising professionals to develop a basic understanding of the applicability of advertising in planning and executing an integrated marketing communications plan. <i>(also offered by Distance Education)</i> |
| Semester and Year:      | <b>WINTER 2019</b>  |
| Prerequisite(s):        | BUAD 116  |
| Corequisite(s):         | No  |
| Prerequisite to:        | No  |
| Final Exam:             | No  |
| Hours per week:         | 3   |
| Graduation Requirement: | BBA, Marketing Specialty - Required<br>Diploma, Marketing Option - Elective   |
| Substitutable Courses:  | No  |
| Transfer Credit:        |   |
| Special Notes:          |   |
| Originally Developed:   | September 2005  |
| EDCO Approval:          | May 2017  |
| Chair's Approval:       |    |

**Professors**

| <b>Name</b>                                    | <b>Phone</b>                            | <b>Office</b>  | <b>Email</b>                  |
|--|---|----------------|-------------------------------|
| <i>Michael Orwick</i><br><b>Course Captain</b> | <b>250-762-5445</b><br><b>ext. 4683</b> | <b>K: E226</b> | <b>morwick@okanagan.bc.ca</b> |
| Andrew Klingel                                 | 250-762-5445<br>ext.2230                | V: C335        | aklingel@okanagan.bc.ca       |

**Learning Outcomes**

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| <p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• examine the role Integrated Marketing Communication (IMC) has in the marketing plan.</li> <li>• define the target audience for the communication process.</li> <li>• utilize communication theory and models to create effective marketing messages.</li> <li>• create a marketing communications proposal that demonstrates effective use of communication and behavioural objectives, and an appropriate budget.</li> <li>• develop an effective integrated communications plan that communicates specific promotional messages via various media (e.g., print, broadcast, social media, public relations).</li> <li>• formulate standards for evaluating the effectiveness of a promotional program (quantitatively and qualitatively).</li> <li>• present a promotional plan in a clear, concise format based on a prescribed presentation outline.</li> </ul> |
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**Course Objectives**

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| <p>This course will cover the following content:</p> <ul style="list-style-type: none"> <li>• Exploring the IMC industry and identifying key players in Canada</li> <li>• Considering the value of a brand</li> <li>• Examining the communications process, consumer behaviour, and consumer decision making as it applies to the creation of promotional material</li> <li>• Creating objectives and a budget for a marketing communications proposal</li> <li>• Applying the concept of IMC to develop a creative strategy, set of creative tactics, media plan, and evaluation plan</li> <li>• Considering ethics, regulations, and monitoring of marketing communications in Canada</li> <li>• Delivering a persuasive IMC presentation in both written and oral form suitable for clients</li> <li>• Analyzing existing advertising and/or marketing campaigns to identify course concepts in action</li> <li>• Taking on the responsibilities of the various roles within an advertising agency team to experience the complete IMC process</li> <li>• Identifying and researching the demographics and characteristics of a target market</li> <li>• Developing advertising creative that may include mock ups of scripts, print ads, brochures, social media messages, TV or video storyboards, and signs</li> </ul> |
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**Evaluation Procedure**

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| Classwork | 20%  |
| Project   | 40%  |
| Exams*    | 40%  |
| Total     | 100% |

\* Students must earn at least half of the total exam marks to pass the course

**Notes**

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| Students are required to <u>complete all assigned work in each area</u> and must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.  |
| Course work may include participation in quizzes, activities, and discussions in both online and in-class formats. (20%)   |
| The Project is an Integrated Marketing Communication Plan that is detailed in a guide that includes the specific requirements and marketing value of each area of the plan. This is a team project that is subject to participation in class exercises that move towards project completion in determining the final individual marks. (40%) |
| Students will often have to do advanced reading to better understand topics relevant to the areas currently being worked on for their project.   |

**Optional: Texts/Resources**

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| <i>Advertising &amp; IMC: Principles &amp; Practice</i> . 11 <sup>th</sup> edition (2019). Moriarty, Mitchell, Wood, Wells. (Pearson) ISBN 978-0-13-448043-5 |
| Weekly assigned readings.  |

Course Schedule

| Dates   |    | Topic   | Textbook         | Project Activity     |
|---------|----|---|------------------|----------------------|
| Week of |    | Monday, January 7 - Classes Start<br>Monday, February 18 – Family Day (no classes)<br>Tues., Feb. 19 – Fri., Feb. 22 – Reading Week (no classes)<br>Tuesday, April 9 – Last Day of Regular Classes<br>Friday, April 12 – Monday, April 15 – Easter (no classes) |                  |                      |
| Jan.    | 7  | Strategic Brand Communications<br>Advertising   | Ch.1<br>Ch.2     | Project Introduction |
|         | 14 | PR / Direct Response & Promotions<br><b>PART 1 EXAM</b>   | Ch.3 / 4         |                      |
|         | 21 | How Brand Comm. Works / Strategic Research<br>Segmenting & Targeting the Audience   | Ch.5 / 6<br>Ch.7 | Clienteer talks      |
|         | 28 | Strategic Planning<br><b>PART 2 EXAM</b>  | Ch.8             | Clienteer talks      |
| Feb.    | 4  | The Creative Side<br>Promotional Writing  | Ch.9<br>Ch.10    |                      |
|         | 11 | Visual Communication<br><b>PART 3 EXAM</b>  | Ch.11            | Clienteer Selection  |
|         | 18 | <i>Reading Break (Feb. 18-22 – No classes)</i>  |                  |                      |
|         | 25 | Media Basics<br>Paid Media  | Ch.12<br>Ch.13   |                      |
| Mar.    | 4  | Owned, Interactive, & Earned Media<br>Media Planning & Negotiation  | Ch.14<br>Ch.15   | Draft work           |
|         | 11 | <b>PART 4 EXAM</b><br>IMC Management  | Ch.16            | Draft work           |
|         | 18 | Evaluating IMC Effectiveness<br>Social Impact, Responsibility, & Ethics   | Ch.17<br>Ch.18   | Draft work           |
|         | 25 | <b>PART 5 EXAM</b><br>Project Presentations (depending on class size)   |                  | Final draft work     |
| Apr.    | 1  | Project Presentations (depending on class size)   |                  |                      |
|         | 8  | Project Presentations (depending on class size)   |                  | Final Report Due     |
|         |    | No Final Exam   |                  |                      |

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.