

Business Administration

Course Number:	BUAD 266
Course Title:	ADVERTISING AND SALES PROMOTION
Credits:	3
Calendar Description:	This course examines marketing communication. The interaction of media, advertisers, advertising professionals and the consumer to develop a basic understanding of the role of advertising in planning and executing a marketing communication plan are studied. <i>(also offered by Distance Education)</i>
Semester and Year:	Fall 2015
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	

Evaluation Procedure

Classwork	20%
Exam #1	15%
Exam #2	20%
Campaign Project	45%
Total	100%

Notes

Students are required to complete all assigned work in each area 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 Campaign 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. (45%)
Students will often have to do advanced reading to better understand topics relevant to the areas currently being worked on for their project.

Required Texts/Resources

Integrated Advertising, Promotion and Marketing Communications Canadian Edition by Clow,

Course Schedule

Dates		Topic	Textbook	Project Activity
Sept	10	Course Overview – Integrated Marketing Communications (IMC) Industry Overview	Ch 1	

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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 b