

Business Administration

Course Title: ADVERTISING AND MARKETING COMMUNICATIONS

Credits:

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. (also offered by

Distance Education)

Semester and Year: **WINTER 2021**

Prerequisite(s): **BUAD 116**

Corequisite(s): No

Prerequisite to: No

Final Exam: No

Hours per week: 3

BBA, Marketing Specialty - Required Graduation Requirement:

Diploma, Marketing Option - Elective

Substitutable Courses: Nο

Transfer Credit:

Special Notes:

Originally Developed: September 2005

EDCO Approval: May 2017

Chair's Approval:

BUAD 266 WINTER 2021

Evaluation Procedure

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

^{*} Students must earn at least half of the total exam marks to pass the course

Notes

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.

Required Texts/Resources

M: Advertising (3rd Edition) 2018. William Arens & Michael F. Weigold. McGraw-Hill

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Course Schedule