



EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May, 2008**

B. Department / Program Area: **Commerce & Business Admin.
Marketing Management** Revision New Course

If Revision, Section(s) Revised: **F, M, P**

Date of Previous Revision: **September 2004**

Date of Current Revision: **November 2007**

C: **MARK 3340** D: **Promotional Strategy** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: t ons, personal selling, internet initiatives and events are explored as the key promotional techniques. The promotional process is covered from the stand-point of the firm, and the marketing manager. The course will also cover the nature and the process of communications and the impact it has on the individual, the organization and consumer.		
G: for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours	H: Course Prerequisites: MARK 1120 I: Course Corequisites: (CMNS 1115 or any English UT course)	
Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	J: K: Maximum Class Size: 30	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. demonstrate an understanding of the nature and process of communications;
2. evaluate various promotional techniques and how they integrate with one another;
3. set promotional objectives
4. plan and budget a promotional campaign
5. design integrated marketing communications tools
6. apply promotional techniques appropriate to the marketing challenge at hand

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR No
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Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**