

# Business Administration

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 2018</b>
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty - Required Diploma, Marketing Option - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	

Originally Developed:

**Professors**


---

**Evaluation Procedure**

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

**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 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.

**Optional: Texts/Resources**

Integrated Advertising, Promotion and Marketing Communications Canadian Edition by Clow, Baack and Peloza.
Weekly assigned readings.



