



# CAPILANO UNIVERSITY

COURSE OUTLINE		
<b>TERM:</b> Spring 2019	<b>COURSE NO:</b> BMKT 367	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Promotion Strategy and Analysis	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3.0
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

## **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

## **COURSE PREREQUISITES**

BMKT 261; OR 6 NABU credits and CMNS 305

## **CALENDAR DESCRIPTION**

This is a course dealing with the development of an advertising campaign (CAP-ADS). Students will study campaign strategy including how it is planned and organized in cooperation with the production, marketing, sales and finance departments as well as the use of outside agencies. Some time will be spent with advertising research as a pre- and post-control factor.

## **REQUIRED TEXTS AND/OR RESOURCES**

Instructor handouts and online resources including materials from advertising agencies, selected readings from marketing texts, online directories and daily newspapers.

Students will be required to invest in materials related to marketing and specific to client initiatives/industry – as they see fit.

## **COURSE STUDENT LEARNING OUTCOMES**

**On successful completion of this course, students will be able to do the following:**

- Choose and adapt appropriate communication tools to deal with clients; develop, articulate and present positions, reports and assessments related to marketing using various modes (online, in class discussions, client meetings, pitch presentations, etc.)
- Apply and adapt various marketing tools and techniques to a real business
- Work with clients, consumers, and agency relationships to effectively expedite campaign research, collaborative planning and selling
- Consider and plan socially responsible campaigns and community tie-ins

**COURSE CONTENT**

Week	Topic
1	Introduction to CAP ADS, client projects, assignments, SOP - Class introduction & team formations - LA#1 Brief: Agency CI Brochureware
2	Client briefings meetings Research/Insights and Marketing Team shuffle if needed
3	LA#1 due. Agency CI Brochure-ware Making a first great impression – showing your Creds. Lecture- Deconstructing the Pitch (real pitches: eg. Coke pitch, Heineken Pitch, etc. & agency best practice)
4	Agency @ work – Creative / Media / Promotions
5	Individual presentations meetings - Planning/Creative
6	Individual presentations - Planning/Creative
7	LA#2 in class Agency @ work (Review media/promotion planning / revise creative)
8	Individual presentations- Promotions/Media
9	Individual presentations- Promotions/Media
10	Individual presentations- Promotions/Media Agency @ work –debrief – moving ahead
11	Agency @ work – Pitching to win
12	CAP ADS- final presentations
13	CAP ADS- final presentations Award ceremony and close
14-15	Final Exam Period

**EVALUATION PROFILE**

Assessment	% of Final Grade
Individual Presentation Meetings <ul style="list-style-type: none"> <li>• Planning/Creative</li> <li>• Promotions Media</li> </ul>	30%
Learning Agency Assignments (LA's)	20%
Participation	10%
Peer evaluations	5%
Final CAP ADS Presentation	35%
<b>Total</b>	<b>100%</b>

## GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

### Participation

Marks are earned by individual participation, based on the following criteria:

1. Participation throughout the development of the campaigns (i.e. attendance at meetings and presentations, assisting others, meeting deadlines and positive interaction).
2. Self-evaluations throughout the process and at the end of the course.
3. Assisting team members in individual and final presentation set up and execution.
4. Professional demeanor during client meetings and individual and final presentations.
5. Other participation contributions: Attending events, promotions and other directed initiatives that may arise over the term (e.g. Trade show participation for the school).

### Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

### Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

### Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

### Attendance

Students are expected to attend all classes and associated activities.

### English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

### Electronic Devices

Students may use electronic devices during class for note-taking only.

### On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication

between Capilano University and students is delivered to students' Capilano University email addresses only.

## UNIVERSITY OPERATIONAL DETAILS

### Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

### Capilano University Security: download the [CapU Mobile Safety App](#)

### Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

### Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing

aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.