



# CAPILANO UNIVERSITY

COURSE OUTLINE		
<b>TERM: Fall 2021</b>	<b>COURSE NO: BMKT 261</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: Advertising</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL:</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<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 included two weeks for final exams. May be offered in online or mixed mode formats.

## **COURSE PREREQUISITES**

BMKT 161

## **CALENDAR DESCRIPTION**

This course will examine the advertising industry from both client and service (agency) side with focus on integrated marketing communications (IMC), as practiced by marketing managers. With the erosion of traditional media, the use of digital and interactive tools, plus growing privacy concerns, marketers are continuously striving to break through the clutter to effectively communicate with their target audiences. The process begins with understanding the consumer and related motivators, then establishing an effective message, supported by media placement and metrics. Students will explore and apply industry relevant skills by developing advertising strategies and programs supported by a media plan, within a client-agency environment. As a Work-Integrated Learning experience, students will participate in an advertising client campaign simulation project.

## **COURSE NOTE**

BMKT 261 is an approved Experiential course for Cap Core requirements.

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

Tuckwell, Keith J. (2017) Canadian Advertising in Action Eleventh Edition. Pearson. (Or similar.)  
Online articles, websites, and magazine will also be used throughout the term.

**COURSE STUDENT LEARNING OUTCOMES**

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

1. Identify and apply IMC marketing concepts when developing written marketing briefs, reports and verbal presentations
2. Examine in detail the component elements of a marketing communication program, including advertising, PR, sales promotions, direct and web marketing.
3. Select and execute individual and team communication skills for a project that requires complete development from conception to execution. Engage in team activities to deliver a shared group project.
4. As part of a Work-Integrated Learning experience, write and present a proposal for an IMC project and present it to an industry client using relevant industry terminology and processes.

**Students who complete this Experiential course will be able to do the following:**

1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills, and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

**COURSE CONTENT**

Week	Topic
1-6	Advertising in an Integrated Marketing Communications (IMC) Environment Advertising and IMC Today The Advertising Industry – Agencies Roles, Responsibility & Career Opportunities Marketing Communication Planning Consumer Behavior Concepts - targets, segmentation – Research Communication Strategy Briefing Marketing Strategy Communication Planning The Creative Brief and Communication Strategy Creating the Message - Creative Planning Essentials Creative consideration; Design, Layout, Production
7-13	Agency Pitch Project – Briefing, Product and Teams Formed Media Planning Introduction Agency Pitch Guidance Agency Pitch Work Agency Pitches – Self/Peer Evaluations Review – Winning Team Reveal
14-15	Final Exam Period: No final exam for this course

*NOTE: Topic schedule may vary by instructor.*

**EVALUATION PROFILE**

Assessment	% of Final Grade
Assignments	15%
Communication Strategy	10%
Creative Brief	10%
Exams/Quizzes	30%
Final Project: IMC Campaign / Final Project 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	

**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 on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Students who do not complete the 'Communication Strategy' or 'Creative Brief' assignments will not be assigned to an agency group and may be asked to remove themselves from the course. If you do not complete the Final Advertising Agency Assignment, you cannot pass the course.

**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. Material not covered in the text, but covered in the class is examinable, including content from any guest speaker. If classes are missed, students must ensure that they keep current with the work, obtain any missing handouts, and arrange to have assignments handed in.

**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 eLearn; 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.