

## **EFFECTIVE: MAY, 2008 CURRICULUM GUIDELINES**

Α.	Division:	Education	Ef	fective Date:		May, 2008	
В.	Department / Program Area:	Commerce & Business Admin. Marketing Management	Re	evision	X	New Course	
	11081411111411	Naumering Naumgement		Revision, Section(s) evised:		F, M, P	
				ate of Previous Revision ate of Current Revision		September 2004 November 2007	
C:	MARK 3340	D: Promotional	l Strat	egy		E: 3	
	Subject & Cour	rse No. De		scriptive Title		Semester Credits	
F:	Calendar Description: t						
		internet initiatives and events are ex					
	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			1		,	
G:			H:	Course Prerequisites:	:		
				MARK 1120			
				MARK 1120			
			I:	Course Corequisites:			
			1.	_			
				(CMNS 1115 or any	Englis	h UT course)	
	for each descrip	tor)	J:				
	Lecture: Seminar:	2 Hours 2 Hours					
	Total:	4 Hours					
	Number of Weeks per Semester:		K:	Maximum Class Size	):		
	-			30			
	15 Weeks X 4 H	Iours per Week = 60 Hours					
L:	PLEASE INDIC	CATE:	II.				
	Non-Credi	t					
	College Cr	redit Non-Transfer					
	X College Cr	redit Transfer:					
	SEE BC TRANS	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)					

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## 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

Date of current revision: November 2007

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K:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR					
	No					
Cour	se Designer(s): Gail Tibbo	Education Council / Curriculum Committee Representative				
Dean	/ Director: Rosilyn G. Coulson	Registrar: Trish Angus				
Dean	A Director. Rushyn G. Coulson	registar. 11ish Angus				