
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

<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**