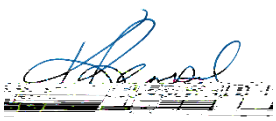
Business Administration

Course Number:	**BUAD 266**
Course Title:	**ADVERTISING AND MARKETING COMMUNICATIONS**
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. *(also offered by Distance Education)*
Semester and Year:	**WINTER 2021**
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:	September 2005
EDCO Approval:	May 2017
Chair's Approval:	

BUAD 266

Evaluation Procedure

Classwork	20%
Project	40%
Exams*	40%
Total	100%

***** Students must earn at least half of the total exam marks to pass the course

Notes

Students are required to complete all assigned work in each area 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 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. (40%)
Students will often have to do advanced reading to better understand topics relevant to the areas currently being worked on for their project.

Required Texts/Resources

M: Advertising (3rd Edition) 2018. William Arens & Michael F. Weigold. McGraw-Hill

Course Schedule