

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

Marketing Communication

BMBA 330

Course Description

This course will build on skills and knowledge introduced in your introduction to a marketing course. In marketing communication, you will develop communication planning strategies to support your organization. This overview will enhance the development of integrated marketing communication strategies, including planning, the development of key messages, the use of appropriate marketing communication tools, and the developing of key audience segments. Through project, individual, and group work, you will build practical skills in developing a marketing communication plan.

Learning Outcomes

Upon completion of this course, you will be able to:

- Understand what marketing communication is.
- Develop a basic communication plan and understand what comprises each element of the planning process.
- Develop skills as a member of a group.

Resources

Required textbook: *Integrated Advertising, Promotion, and Marketing Communications + Revel, 9th Edition*, by Kenneth E Clow and Donald E Baack, Published by Pearson Canada, ISBN: 9780137344475.

The Revel is an optional purchase. Available for purchase at the [UVic Bookstore](#).

Weekly Schedule

Week	Topics
Week 1	Course & Class Introductions
Week 2	Brand Management Buyer Behaviours
Week 3	The IMC Planning Process
Week 4	Advertising Campaign Management
Week 5	Advertising Design
Week 6	Traditional Media Channels
Week 7	Digital Media Channels Mobile Marketing
Week 8	Digital Media Channels Social Media
Week 9	Marketing Communication Programs to Integrate: Buzz, guerilla, lifestyle, and experiential marketing Database & Direct Marketing
Week 10	Marketing Communications Programs to Integrate: Sales Promotion Public Relations & Sponsorship
Week 11	Evaluating an Integrated Marketing Communication Campaign
Week 12	Regulations and Ethical Concerns
Week 13	Final Project Client Pitches Creative Plan and Pitch Due Peer Evaluations Due Personal Brand and Class Engagement Self-Reflection Due

Evaluation

Assignment	Due Date and Time	Mark
Chapter Quizzes (Concept and Chapter Final)	Each week by midnight the day of class	20%
Team Building your Agency	Week 3	5%
Team Communication Audit	Week 4	5%
Team Creative Brief & Customer Profile	Week 6	20%
Team Milestone Meetings	Week 6 and Week 10	10%
Team Creative Plan & Pitch with Peer Evaluations	Week 13	25%
Personal Brand/Class Engagement	Week 13	15%
	Total	100%

Assignments

Individual Assignment: Personal Brand/Class Engagement (*ongoing throughout the course*)

Due Date: Week 13

Grade: 15%

Purpose: The skills for class engagement/participation are transferable to the workplace and reflect your character or personal brand, so I also call them Professional Conduct/Personal Brand marks. These values and skills include:

- ✓ Presenting favourable communication skills. This is in all types of communication, such as: written, oral, auditory and body language. Are you using Business Communications?
- ✓ Actively listening, following directions, submitting activities, and respecting timelines.
- ✓ Displaying organization & preparedness for class and group work.
- ✓ Having the ability to work both independently and collaboratively.
- ✓ Employing sound time management.

Group Assignment: Agency/ Client Simulation Plan & Pitch (*in six parts*)

Due Date: Week 13

Grade: 65% (accumulative)

- **Part 1:** Agency Development
- **Part 2:** Communication Audit
- **Part 3:** Agency Team Milestone Meeting #1
- **Part 4:** Creative Brief & Customer Profile
- **Part 5:** Agency Team Milestone Meeting #2
- **Part 6:** Plan & Pitch/ Peer Evaluations

Chapter Quizzes

Due Date: Weekly

Grade: 20%

Each week the day of class by midnight for Chapter Concepts and the Final Chapter Quizzes.