

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

Devi Rubadeau

Professors

| Name | Phone | Office | Email |
|---|---------------------------|---------------|------------------------|
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Learning Outcomes

Upon

Evaluation Procedure

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| Course Work | 20% |
| Project | 40% |
| Exams* | 40% |
| Total | 100% |

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

Notes

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| Students are required to <u>complete all assigned work in each area</u> 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, assignments, 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

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| M: Advertising (4th Edition) 2022. William Arens & Michael F. Weigold. McGraw-Hill Education Digital Only, eBook in Connect: ISBN 978-1-264-36341-4 Package, Print Textbook with Connect Access Code: ISBN 978-1-264-60685-6 Print Textbook (no Connect): ISBN 978-1-260-59822-3 |
| Weekly assigned readings. |

