

Business Administration

Course Number: **BUAD 266**

Course Title: **ADVERTISING AND MARKETING COMMUNICATIONS**

Credits:



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

Course Schedule

2022:		Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 – Friday, February 25 Mid-semester study break (no classes) Friday, April 8 – Last Day of Regular Classes Friday, April 15 – Monday, April 18 – Statutory Holiday's		
Jan.	6	Course Introduction		
	11	The Environment of Advertising	Ch. 2	
	13	Targeting and the Marketing Mix	Ch. 4	
	18	Communication and Consumer Behaviour	Ch. 5	
	20	Creating Ads: Strategy & Process	Ch. 8	
	25	Creative Execution: Art and Copy	Ch. 9	
	27	Clienteers		
Feb.	1	Print Advertising		
	3	Portfolio Work - Copywriting		

Copywriting - Due Feb 13 6 ref*152.42 467.71 0.96001 36 ref*425.47 46 435.1 9.Tm0

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.