

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

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

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

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.

