




Marketing (MKTG) 420

Advertising and Promotion (Revision 7)

Status: Replaced with new revision, see the [course listing](#)  for the current revision 

Delivery mode: [Individualized study online](#) 

Credits: 3

Area of study: Applied Studies (Business and Administrative Studies)

Prerequisites: **MKTG 396** or an equivalent introductory marketing course.

Precluded: None

Challenge: MKTG 420 has a challenge for credit option.

Faculty: [Faculty of Business](#) 

Overview

The ability of an organization to communicate effectively and efficiently with its target audiences is critical to its success. Marketing communications, including advertising, sales promotion, public relations, direct marketing, personal selling, and internet marketing, are increasingly used to sell products and services, and to promote causes, market political candidates, and deal with societal problems. With the fragmentation of traditional media, the use of more sophisticated interactive and social media, and the growing privacy concern for customers, marketers are constantly searching for new alternatives to communicate with their target audiences. This course introduces you to this fascinating field. You will learn how to cope with recent environmental challenges, research and evaluate an organization's marketing and promotional situation, and use the different elements of promotional mix to develop and present an integrated marketing and communication plan. The course is divided into 14 lessons as described below.

Outline

- Lesson 1: Integrated Marketing Communications
- Lesson 2: Organizing for Integrated Marketing Communications
- Lesson 3: Consumer Behaviour, Target Audience Decisions, and Brand Positioning
- Lesson 4: Objectives for the IMC Plan
- Lesson 5: Creative Strategy Decisions
- Lesson 6: Creative Tactics Decisions
- Lesson 7: Measuring the Effectiveness of the Promotional Message
- Lesson 8: Media Planning and Budgeting for IMC
- Lesson 9: Broadcast Media
- Lesson 10: Print and Out-of-Home Media
- Lesson 11: Sales Promotion
- Lesson 12: Public Relations and Direct Marketing
- Lesson 13: Internet Marketing

- Lesson 14: Regulatory, Ethical, Social, and Economic Issues for IMC

Evaluation

Your final grade in *MKTG 420: Advertising & Promotion* will be based on your performance on three assignments and on your **satisfactory** participation in 10 discussion forums.

There are no examinations in this course.

To receive credit for *MKTG 420*, you must

- complete Assignments 1 & 2
- participate in **all 10** discussion forums
- achieve an overall course grade of at least D (50 percent).

Failure to satisfactorily complete Assignments 1 and 2 or participate in a discussion forum will result in a failing grade for the entire course.

The weighting of each assessment activity is indicated in the table below.

Activity	Weight
Assignment 1: Situation Analysis	20%
Assignment 2: Integrated Marketing Communication (IMC) Plan	20%
Assignment 3: IMC Plan Presentation	10%
Learning Forum Participation	50%
Total	100%

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

Materials

Digital course materials

Links to the following course materials will be made available in the course:

Guolla, M. A., Belch, G. E., & Belch, M. A. (2020). *Advertising & promotion: An integrated marketing communications perspective* (7th Cdn. ed.). McGraw-Hill Ryerson. ISBN 978-1-26-006598-5

Other Resources

All other learning resources will be available online.

Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

Evaluation

To **receive credit** [↗](#) for the MKTG 420 challenge registration, you must achieve a grade of at least **D (50 percent)** [📄](#) on the examination.

Online Exam

[📄](#) **Challenge for credit course registration form**

Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)

> [Request assistance](#) 

> [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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View [previous revision](#) 
