



# Business Administration

Course Number:	BUAD 266
Course Title:	ADVERTISING AND SALES PROMOTION
Credits:	3
Calendar Description:	This course examines marketing communication. The interaction of media, advertisers, advertising professionals and the consumer to develop a basic understanding of the role of advertising in planning and executing a marketing communication plan are studied. (also offered by Distance Education)
Semester and Year:	Winter 2016
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty - Required Diploma, Marketing Option - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	September 2005
EDCO Approval:	
Chair's Approval:	

## Professors

Name	Phone	Office	Email
Michael Orwick	762-5445 #4683	Kelowna/Vernon: C235	<a href="mailto:morwick@okanagan.bc.ca">morwick@okanagan.bc.ca</a>

## Evaluation Procedure

Classwork	20%
Exam #1	15%
Exam #2	20%

Campaign Project



## SKILLS ACROSS THE BUSINESS CURRICULUM

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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

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What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional