



Business Administration No

Transfer Credit: No

Special Notes: No

Originally Developed: September 2005

EDCO Approval: May 2017

Chair's Approval:

Dawn Rubadeau

Professors

Name	Phone	Office	Email
Michael Orwick Course Captain	250-762-5445 ext. 4683	K: E226 communication	morwick@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- x examine the role Integrated Marketing Communication (IMC) has in the marketing plan.
- x define the target audience for the communication process.
- x utilize communication theory and models to create effective marketing messages.
- x create a marketing communications proposal that demonstrates effective use of communication and behavioural objectives, and an

x

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.

