



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
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Evaluation Procedure

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

Campaign Project

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