



Business Administration

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| 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 | morwick@okanagan.bc.ca |

Evaluation Procedure

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| 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 activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

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