

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME: SALES PROMOTION STRATEGY

COURSE NUMBER: MKTG 2317 DATE: January 1999

Prepared by: School of Business Taught to: Part Time Studies

Date prepared: November 1, 1998

Term: ALL Hrs/wk: 3 Credits: 3.0

No. of wks: 12 Total hours: 36

PREREQUISITE: MKTG 2202

COURSE OBJECTIVES

(Upon completion of this course, students will be able to.....)

- Describe the various types of trade and consumer sales promotion techniques and their advantages and disadvantages.
 - Evaluate sales promotion efforts, analyse their strengths and weaknesses, and make recommendations for improvements.
 - Develop basic sales promotion strategies for manufacturers and retailers.
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EVALUATION

Mid-Term examination	25%	In order to pass the course, student must obtain a passing grade on the average of the two exams.
Final examination	30%	
Projects:		
Ad File #2	10%	
Term Project: Oral	10%	
Written	15%	
Participation/attendance	10%	

REQUIRED TEXT(S) AND MATERIALS

SALES PROMOTION TECHNIQUES

The 10 Basic Sales Promotion techniques...and How to Use Them -- by Shultz/Robinson

Plus: **HANDOUTS**

ADVANCE READING:

If possible, purchase text and read Chapters 1, 2 and 3 before first lecture.

REFERENCE TEXT(S) & RECOMMENDED EQUIPMENT

Marketing Magazine (Mclean Hunter)

though BCIT library or

Mayfair News, 1535 West Broadway, Vancouver.

McNews, 1460 Lonsdale, North Vancouver.

Business in Vancouver

Strategy

B.C. Business

COURSE SUMMARY

The emphasis of this course will be on the practical application of sales promotion techniques. Students will be required to produce written assignments of industry caliber, demonstrating a thorough understanding of the principles and practice of sales promotion in the 90's.

Presentation skills will be developed through oral presentations throughout the term.

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WEEK	MATERIAL COVERED	READING
1	Introduction/orientation/handouts/projects What is sales promotion? Sales promotion overview Current trends, planning and promotional tools	Chapters 1 & 2
2	Consumer types Coupons	Chapters 3 & 4
3	Contests/Sweepstakes	Chapter 8
4	Price Discounts Premiums Special Packs	Chapter 12, 9, 5
5	Continuity Programs Review of mid-term exam	Chapter 6
6	Mid-term exam	
7	Hand in Ad File #2 project Review mid-term Refunds/Rebates Cause-Related Promotions	Chapter 7, 11
8	Trade Deals/Allowances/Promotions Trade Shows	Chapter 13
9	Sampling Review of final exam	Chapter 10
10	Major Project Presentations (30 minute presentations; 15 minutes feedback)	
11	Major Project Presentations	
12	Final exam	