



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 2317****Sales Promotion Strategy**

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	12	Credits:	3
Lab:					
Other:					

Prerequisites:

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, analyze their strengths and weaknesses, and make recommendations for improvements.
- Develop basic sales promotion strategies for manufacturers and retailers.

Evaluation

Mid-Term Examination	25%	In order to pass the course, student must obtain a
Final Examination	30%	passing grade on the average of the two exams.
Projects:		
Ad File #2	10%	
Term Project:		
Oral	10%	
Written	15%	
Participation	10%	
TOTAL	100%	

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.

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 2317

Sales Promotion Strategy

Effective Date

April 1999

Instructor(s)

Office No.:

Phone:

Office Hours:

Required Text(s) and Equipment

SALES PROMOTION ESSENTIALS - by Shultz / Robinson - 2nd Edition - NAT/Publishers

Plus Handouts

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

Reference Text(s) & Recommended Equipment

Marketing Magazine (McLean Hunter)

Through BCIT library or

Mayfair News, 1535 W. Broadway

McNews, 1460 N. Lonsdale

Business in Vancouver, Strategy, BC Business

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
 2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
 3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)
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Session	Outcome/Material Covered	Reference/ Reading
1	Introduction/orientation/handouts/projects What is sales promotion? Sales promotion overview Current trends, planning and promotional tools	Chapter 1 & 2
2	Consumer types Coupons	Chapter 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	