

COURSE OUTLINE

COURSE NAME: **SALES PROMOTION STRATEGY**

COURSE NUMBER: **MKTG 2317** DATE: **JANUARY 1996**

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

Date Prepared: **November 1995**

Term: **ALL** Hrs/Wk: **3** Credits: **3.0**

No. of Weeks: **12** Total Hours: **36**

Instructor: **Carroll Nelson** Phone: **451-6765**
Fax : **439-6700**

PREREQUISITES - MKTG 2202

COURSE OBJECTIVES

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

- Describe the various type sof 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.
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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	30 %	
Lab Participation	15 %	
TOTAL	100 %	

REQUIRED TEXT(S) AND MATERIALS

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

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 OUTLINE - MKTG 3321
(continued)

Week lab or lecture	Material Covered	Readings from Text
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		