BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME:	SALES PROMOTION STRATEGY		
COURSE NUMBER:	MKTG 2317	DATE:	JANUARY 13, 1997
Prepared by:	School of Business	Taught to:	Part Time Studies
Date Prepared:	January 6, 1997		
Term: ALL	Hrs/Wk: 3	Credits:	3.0
No. of Weeks: 12		Total Hours:	36
Instructor: Lori Homewood		Phone: 669-1139 Fax : 684-1965	

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.

15 %

100 %

EVALUATION

Mid-Term Examination Final Examination Projects Lab Participation TOTAL 25 % In order to pass the course, student must obtain30 % a passing grade on the average of the two30 % exams.

SEP 1 8 2003

REQUIRED TEXT(S) AND MATERIALS

SALES PROMOTION ESSENTIALS - by Shultz / Robinson

Plus Handouts

REFERENCE TEXT(S) AND 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 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 2317 (continued)

WEEK	MATERIAL COVERED	READING
1	Introduction to Sales Promotion	Chapter 1,2 & 3
2	Coupons	Chapter 4
3	Calculating Coupon Costs	
4	Contests and Sweepstakes	Chapter 8
5	Price offs, Premiums and Self Liquidators, Speciality packs	Chapter 5,9,11
6	Continuity Programs	Chapter 6
7	Continuity continued / Exam Major Project handed out	
8	Retail Promotions / POP	Handouts
9	Refunds, Trade Deals, Allowances	Chapter 7,12
10	Sampling	Chapter 10
11	Direct Mail / Sponsorship Major Project Presentations	
12	EXAM	