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## **REQUIRED TEXT(S) AND MATERIALS**

SALES PROMOTION ESSENTIALS - by Shultz / Robinson

Plus Handouts

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## **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

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## **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)

<b>WEEK</b>	<b>MATERIAL COVERED</b>	<b>READING</b>
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	