

**COURSE OUTLINE****COURSE NAME: SALES PROMOTION STRATEGY****COURSE NUMBER: MKTG 2317      DATE: SEPTEMBER 1998****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**

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**PREREQUISITES - MKTG 2202**

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**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.
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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	15 %	
Lab Participation	100 %	
TOTAL		

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

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

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	