

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**

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.
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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		

REQUIRED TEXT(S) AND MATERIALS

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

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.

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(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	