

SEP 08 2003



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Communications

Option: Sales Promotion Strategy

Taught to: Part Time Studies

Course Outline for: 2317

Date: Fall 1998

Hours/Week:	3	Total Hours:	36	Term:	ALL
Lecture:	2	Total Weeks:	12	Credits:	3.0
Lab:	1				
Other:					

Instructor: Martha Markus

Office No:

Phone:

E-mail:

Fax:

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
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Prerequisites : MKTG 2202

Candidates must possess credentials for the Foundations of Marketing (first level core course), and Marketing Communications Strategies (second level core course)

Course Description and Goals:

This course emphasizes the various trade and consumer sales promotion strategies and techniques.

Students will be required to produce written assignments of industry caliber, demonstrating a thorough understanding of the principles and practice of sales promotion.

Presentation skills will be developed through oral presentations during the course term.

Prior Learning Assessment Method

Evaluated by BCIT faculty advisors and based upon the related courses taken and / or level of experience of the candidate.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects.

Final Examination	% 30
Midterm Tests	% 20
Quizzes	% optional
Assignments	% 25
Projects/Reports	% 15
Other	% 10

Course Learning Outcomes

At the end of this course, the student will be able to:

- Describe the various types of trade and consumer sales promotions used by organizations along with the advantages and disadvantages of each.
- Critique each sales promotion activity by analyzing the strengths and weaknesses of each.
- Evaluate the strategy behind each sales promotion and make recommendations for improvement.
- Develop a trade or consumer sales promotion plan for a company based on their current marketing plans and company goals.



Course: _____

Course Record

Developed by: _____ Date: _____
Instructor

Revised by: _____ Date: _____
Instructor

Approved by: _____ Date: _____
Associate Dean

Instructor

Office No: _____ Phone: _____
E-mail: _____ Fax: _____

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
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Text(s) and Equipment

Required: Sales Promotion Essentials - by Shultz / Robinson

Handouts will be given out during the course

Reference or Recommended: Marketing Magazine (McLean Hunter)

Business in Vancouver, Strategy, BC Business, Advertising Age (available at the BCIT library)

Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *Ethics:* BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- *Illness:* A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.
- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

To be covered by the instructor of the course



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Schedule for: 2317

* This schedule is subject to change at the discretion of the instructor.

Week/ Lecture Number	Material Covered	Reference	Assignment	Date
1	Introduction to Sales Promotion	Text : Chapters 1, 2, 3	To be discussed in class and decided by instructor	
2	Coupons	4		
3	Contests and Sweepstakes	8		
4	Price offs, Premiums	5, 9		
5	Self Liquidators, Specialty Packs	11		
6	Continuity Programs	6		
7	Mid Term Quiz / Final project organized			
8	Retail Promotions / POP	Handouts		
9	Refunds, Trade Deals, Allowances	7, 12		
10	Sampling / Direct Mail / Sponsorship	10		
11	Final Presentations			
12	Final Exam			