



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications / Direct Response

Course Number: MKTG3317
Course Name: Sales Promotion

Start Date:	September 5, 2006	End Date:	December 15, 2006
Total Hours:	45	Total Weeks:	15
Hours/Week:	3	Lecture:	2
		Lab:	1
		Term/Level:	3
		Course Credits:	3
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name
	Completion of First Year Marketing Program

Course Number: MKTG3317 is a Prerequisite for:

Course No.	Course Name
	Term 4 Courses

v Course Description (required)

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 calibre, demonstrating a thorough understanding of the principles and practice of sales promotion.

Presentation skills will be developed through oral presentations throughout the term.

v Evaluation

Midterm Exam	25%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm and final), and the individual assignments/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.
Final Exam	25%	
Projects	15%	
Term Project	25%	
Participation/Attendance	10%	
TOTAL	100%	

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Describe the various types of trade and consumer sales promotion techniques and their advantages and disadvantages.
- Describe the effects that sales promotion techniques have on various classifications of buyers.
- Determine the residual value of trade and consumer sales promotion techniques.
- Identify sales promotion costs for budgetary considerations.
- Evaluate sales promotion efforts, analyze their strengths and weaknesses, and make recommendations for improvements.
- Develop sales promotion strategies and tactics.

v Verification

I verify that the content of this course outline is current.



Authoring Instructor

June 6/2006

Date

I verify that this course outline has been reviewed.



Program Head/Chief Instructor

June 08, 06

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Aug 28/06.

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Jeness Mayer Office Location: SE6 306 Office Phone: 412-7543
Office Hrs.: Posted on door E-mail Address: jmayer@bcit.ca

v Learning Resources

Required:

Sales Promotion Essentials, Shultz/Robinson

Additional reading in the form of handouts will be assigned. Students are encouraged to read all assigned materials prior to lectures. ALL HANDOUTS ARE SUBJECT MATERIAL FOR EXAMINATIONS.

Recommended:

Marketing Magazine - Strategy Magazine - Ad Age - Blitz

v Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this 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.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v Assignment Details

PROJECTS: All projects are due as per the time designated by the instructor. Any projects received after that time will be assessed a 5% per day penalty.

LAB ASSIGNMENTS: Lab assignments are due in labs as per the time designated by the instructor. Any lab assignments received after that time **will not be accepted** unless accompanied by a doctor's note.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignments
Week 1 Sept. 4	Lecture: Introduction and Program Orientation Lab: Course Outline		<ul style="list-style-type: none"> • SP File Project Assigned • Bring SP Example to next week's lab
Week 2 Sept. 11	Lecture: Introduction to Sales Promotion Lab: Begin SP File Project; Consumer Types	Chapters 1-3	<ul style="list-style-type: none"> • Read SP Evaluation handout • Term Project Industry Assigned
Week 3 Sept. 18	Lecture: Coupons Labs: Evaluate SP Strategy; Term Project Details	Chapter 4	Term Project Assigned
Week 4 Sept. 25	LECTURE CANCELLED: Shinerama Lab: Continue SP Strategy Evaluation		
Week 5 Oct. 2	Lecture: Continuity Programs; Premiums Lab: Exam Review	Chapters 5,6,9	
Week 6 Oct. 9	MIDTERM EXAM	Chapters 1-6 & 9 plus Handouts	
Week 7 Oct. 16	Lecture: Cause Related Promotions; Mission Marketing Lab: Review Midterm Exam	Chapter 11	
Week 8 Oct. 23	Lecture: Contests & Sweepstakes Lab: Case Study #1: Cheer Detergent	Chapter 8	Cheer Detergent Case Study Assigned
Week 9 Oct 30	Lecture: Guest Speaker: Blitz Promotions; Collateral Material; Specialty Advertising; Point of Purchase Materials Lab: Case Study #1 Presentation;		<ul style="list-style-type: none"> • Cheer Detergent Presentation • Term Project Draft Due in Lecture (4 copies)
Week 10 Nov. 6	Lecture: Retail Discount Promotions; Price-Off's; Refunds and Rebates Lab: Case Study #2; Feedback on Rough Draft <i>(use extra time to break appts)</i>	Chapter 7, 12	Case Study #2 Assigned
Week 11 Nov. 13	Lecture: Sampling; Trade Deals & Allowances Lab: Case Study #2 Presentation	Chapter 10, 13	<ul style="list-style-type: none"> • Case Study #2 Presentation • Sales Promotion File Due in Lab Nov 17

Week 12 Nov. 20	Lecture: Sales Promotion Budgeting; Oral Presentation Tips Lab: Sales Promotion Budgeting Exercise		Term Project Written Due Nov 24 Noon
Week 13 Nov. 27	TERM PROJECT PRESENTATIONS Set K: TBD Set L: TBD Set M: TBD		Term Project Oral Presentations
Week 14 Dec. 4	Lecture: Industry Tour Labs: Final Exam Review, Course Evaluation		
Week 15 Dec. 11	FINAL EXAM WEEK	Chapters 7,8,10-13 plus handouts	