



OCT 13 1999

## Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing

Option: Marketing Communications

**MKTG 3317**  
**Sales Promotion**

**Start Date:** September, 1999

**End Date:** December, 1999

**Course Credits:** 3

**Term/Level:** 3

**Total Hours:** 42

**Total Weeks:** 14

**Hours/Week:** 3    **Lecture:**    **Lab:**    **Shop:**    **Seminar:**    **Other:**

### Prerequisites

### MKTG 3317 is a Prerequisite for:

**Course No.**    **Course Name**

**Course No.**    **Course Name**

Completion of First Year Core Program

### Course Calendar Description

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 90s.

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

### Course Goals

To equip students with the knowledge and tools of sales promotion tactics, enabling them to plan and execute sales promotion strategies and tactical plans for a variety of target markets and industry sectors.

### Evaluation

Examination #1	30%	In order to pass the course, student must obtain a passing grade on the average of the two exams
Examination #2	30%	
Projects/Laboratory	40%	
TOTAL	100%	

## Course Learning Outcomes/Competencies

Upon successful completion of this course, the student 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 and tactics for manufacturers and retailers.

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## Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

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Program Head/Chief Instructor

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Date

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



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### Instructor(s)

Carroll Nelson

Office No.: SE6-302

Office Phone: 451-6765

Office Hrs.:

E-mail Address:

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### 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* (McLean Hunter). Published weekly.

*Strategy*

*Ad Age*

*Blitz*

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### BCIT Policy Information for Students

**Plagiarism and Cheating:** BCIT, in common with other educational institutions, condemns cheating or attempted cheating, including plagiarism, within its community. Reprimands and appeals will be exercised according to official policy.

**Changes to Schedule:** The course information and schedule are subject to change.

**Announcements in class:** Students are responsible for all class announcements concerning course information, schedule changes, assignments and handouts *whether or not they are in attendance*.

**Attendance requirements** will be enforced as per the BCIT Policy of the Calendar. Excessive absence will be deemed to be missing more than **2 labs or 2 lectures or a combination thereof** for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

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### Assignment Details

All project assignments are due as per the time designated by the Instructor. Any assignments received after that time will be assessed a 10% per day penalty.



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**Schedule**

**MKTG 3317**  
**Sales Promotion**

Week of/ Number	Lecture Date	Outcome/Material Covered	Reference/ Reading
1	Sept. 8	Introduction to Course	
2	Sept. 15	Introduction to Sales Promotion — Its Increasing Importance in the Promotion Mix; Analyzing Current Sales Promotions	
3	Sept. 22	No classes — Shinerama	Chapters 1– 3
4	Sept. 29	Coupons • types • calculating costs	Chapter 4
5	Oct. 6	Premiums/Continuity Programs/Affinity Programs	Chapters 5, 6, 9
6	Oct. 13	Exam #1	Chapter 1–6 & 9 plus handouts
7	Oct. 20	Price-Offs; Retail Discount Promotions; Trade Deals & Allowances / P.O.P. / Trade Shows	Chapters 12–13
8	Oct. 27	Awards Ceremony — Project Research	
9	Nov. 3	Contests and Sweepstakes/Cause-Related Promotions/Sponsorships	Chapters 8 & 11
10	Nov. 10	Collateral Materials, Events, Specialty Advertising	
11	Nov. 17	Refunds/Sampling	Chapter 7 & 10
12	Nov. 24	Presentations — Groups	
13	Dec. 1	Presentations — Groups	
14	Dec. 6–10	Exam Week	Comprehensive with emphasis on Chapters 7, 8, 10, 11, 12 & 13 plus handouts