



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 | <u>100%</u> | |

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.

Course Content Verification

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

Program Head/Chief Instructor

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:

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

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.

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 <ul style="list-style-type: none"> • 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 |