



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing

Option: Marketing Communications

Course Outline Part A

MKTG 3317
Sales Promotion

Hours/Week:	3	Total Hours:	42	Term/Level:	3
Lecture:		Total Weeks:	14	Credits:	3
Lab:					
Other:					

Prerequisites

MKTG 3317 is a Prerequisite for:

Course No.	Course Name
	Completion of First Year Core Program

Course No.	Course Name
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Course Goals

Course 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.

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/Laboratory	45%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

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 for manufacturers and retailers.
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Course Record

Developed by: _____ Date: _____
Instructor Name and Department (signature)

Revised by: _____ Date: _____
Instructor Name and Department (signature)

Approved by: _____ Start Date: _____
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

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Course Outline Part B

MKTG 3317
Sales Promotion

Effective Date

September 1995

Instructor(s)

CARROLL NELSON

Office No.: SE6-306 Phone: 6765
Office Hrs.: Wednesday 10:30–12:30; Thursday 10:30–12:30;
Friday 12:30–1:30 (or by appointment)

Text(s) and Equipment

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.

Recommended:

Marketing Magazine (McLean Hunter). Published weekly.

Available through BCIT Library and at:

Mayfair News, 1535 West Broadway

McNews, 1460 North Lonsdale

Strategy

Media West (Also available at Mayfair News)

Course Notes (Policies and Procedures)

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 on page 7 of the Calendar. Excessive absence will be deemed to be missing more than 2 labs 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. 6	Introduction to Course	Chapter 1
2	Sept. 13	Introduction to Sales Promotion — It's Increasing Importance in the Promotion Mix; Analyzing Current Sales Promotions	Chapter 2 & 3
3	Sept. 20	No classes — Shinevama	
4	Sept. 27	Couponing <ul style="list-style-type: none">• types• calculating costs	Chapter 4
5	Oct. 4	Couponing continued	Chapter 4
6	Oct. 11	Specialty Packages; Premiums/Self-Liquidators	Chapter 5
7	Oct. 18	Continuity Programs Affinity Programs	Chapter 6
8	Oct. 25	Mid-Term Exam Refunds	Chapters 1–6 Chapter 7
9	Nov. 1	Contests and Sweepstakes	Chapter 8
10	Nov. 8	Direct Marketing	Chapter 9
11	Nov. 15	Sampling	Chapter 10
12	Nov. 22	Price-Offs; Retail Discount Promotions; Trade Deals & Allowances	Chapter 11–12
13	Nov. 29	Point-of-Purchase	
14	Dec. 6	Special Events & Sponsorship	
15	TBA	Final Exam	