

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME SALES PROMOTION

COURSE NUMBER MKTG 317 3317 | DATE September, 1994

Prepared by Lori Homewood | Taught to Second Year

School Business | School \_\_\_\_\_

Program Marketing | Program \_\_\_\_\_

Date Prepared September 5, 1994 | Option Advertising & Sales Promotion

Term 3 Hrs/Wk 3 Credits 3

No. of Weeks 14 Total Hours 39

Instructor(s) Lori Homewood Office 306 Local 6765 Phone / 9217 Voice Mail

Office Hours Monday and Wednesday; 11:30-12:30 (or by appointment)

**PREREQUISITES** Completion of First Year Core Program

### **COURSE OBJECTIVES**

(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.

### **EVALUATION**

Mid-Term Examination	<u>25</u>	%	In order to pass the course, student must obtain a passing grade on the average of the two exams.
Final Examination	<u>30</u>	%	
Projects	<u>30</u>	%	
Lab Participation	<u>15</u>	%	
TOTAL	<u>100</u>	%	

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.

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## REQUIRED TEXT(S) AND EQUIPMENT

Sales Promotion Essentials, Schultz/Robinson

Additional reading in the form of handouts will be assigned. Students are encouraged to read all assigned materials prior to lectures.

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## REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

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)

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## COURSE SUMMARY

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 OUTLINE**  
(continued)

Week Lecture	Material Covered	References
<b>September</b>		
7	Introduction to Sales Promotion It's Increasing Importance in the Promotional Mix	Chapter 1
12	Analyzing Current Sales Promotion	Chapters 2 & 3
14	Calculating Coupon Costs	Chapter 4
19	Coupons — Continued	
20	Major Project Briefing (Tuesday 8:30) Term Project	C.N. L.H. L.B.
21	Shinerama — No Class	
26	Develop Contests and Sweepstakes	Chapter 8
28	Contests, Lotteries and the Law Guest Speaker	
<b>October</b>		
3	Written Project Briefing	
5	Price-offs	Chapter 11
10	Thanksgiving — No Class	
12	Specialty Packages, Free Premiums Self Liquidators	Chapter 5
17	Continuity Programs	Chapter 6
19	Continuity Programs — Written Project Due	
24	Review	
26	<b>M I D T E R M   E X A M</b>	
31	Retail Discount Promotions	Hand-out

**COURSE OUTLINE**  
(continued)

<b>Week Lecture</b>	<b>Material Covered</b>	<b>References</b>
<b>November</b>		
2	Refunds	
7	Trade Deals and Allowances	Chapter 12
9	Point of Purchase Advertising	
14	Special Events and Sponsorships	
16	Sampling	Chapter 10
21	Direct Mail	Chapter 9
22	Written Component of Major Project Due	
23	Guest Speaker Direct Mail	
28, 29, 30	Major Project Presentations	
<b>December</b>		
5	Open	
7	Review	
12	<b>FINAL EXAMS BEGIN</b>	