



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing

Option: Marketing Communications / Direct Response

## Course Outline

**MKTG3317**

**Sales Promotion**

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**Start Date:** September 6, 2000

**End Date:** December 8, 2000

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**Course Credits:** 3

**Term/Level:**

**Total Hours:** 42

**Total Weeks:** 14

*Approved Roll Call Sept. 28/00*

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**Hours/Week:** 3

**Lecture:** 2

**Lab:** 1

**Shop:**

**Seminar:**

**Other:**

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### Prerequisites:

Completion of First Year Program

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### 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.

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

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### Course Goals

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

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## Evaluation

**Policy:** BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

Midterm Exam	30%
Final Exam	30%
Projects	30%
Participation/Attendance	10%
TOTAL	<hr/> 100%

Students are expected to contribute to in-class discussions throughout the term. This will form part of the participation portion of total marks, therefore attendance is a key factor.

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## 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)

Jenness Mayer

Office No.: SE6 306

Office Hrs.: Posted on door

Office Phone: 412-7543

E-mail Address: [jmayer@bcit.ca](mailto:jmayer@bcit.ca)

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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 – Strategy – Ad Age - Blitz

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## BCIT Policy Information for Students

### Course Notes (Policies and Procedures)

**Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

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

**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.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

**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 at the approval of the instructor.

**Labs/Lectures:** Attendance is mandatory. Lab exercises are due at the end of the lab period.

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## Assignment Details

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



## Schedule

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Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Sept. 4	Carroll Nelson: Introduction to the Program Course Outline		
Sept. 11	Introduction to Sales Promotion – Analyzing Current Sales Promotions	Chapters 1-3	
Sept. 18	Shinerama – No Lecture Labs to be determined		Term Project Assigned
Sept. 25	Coupons	Chapter 4	
Oct. 2	Continuity Programs / Premiums	Chapters 5, 6, 9	
Oct. 9	MIDTERM EXAM	Chapters 1-6 & 9 plus handouts	
Oct. 16	Retail Discount Promotions; Price-Off's; Trade Deals & Allowances / P.O.P / Trade Shows	Chapters 12-13	
Oct. 23	Awards Ceremony – Project Research <i>Guest lecturer: Brenda Zollman</i>		
Oct. 30	Contests & Sweepstakes; Cause Related Promotions; Sponsorships	Chapters 8 & 11	
Nov. 6	Collateral Material, Specialty Advertising, Internet Multimedia Resource Center Tour		
Nov. 13	Refunds; Sampling; Presentation Do's & Don'ts	Chapters 7 & 10	Written Due
Nov. 20	Presentations – Groups		Oral Presentations
Nov. 27	Presentation Wrap-up / Exam Review		
Dec. 4	FINAL EXAM WEEK	Comprehensive with emphasis on Chapters 7, 8, 10, 11, 12 & 13 plus handouts	