



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
Program: Marketing Management
Option: 3K, 3L, 3M

Course Outline

MKTG3317
Sales Promotion

Start Date: September 5, 2001

End Date: December 14, 2001

Course Credits: 3

Term/Level: 3

Total Hours: 45

Total Weeks: 15

Hours/Week: 3

Lecture: 2

Lab: 1

Shop:

Seminar:

Other:

Prerequisites

MKTG3317 is a Prerequisite for:

Course No.	Course Name
	Completion of First Year Program

Course No.	Course Name

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.

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.

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**, 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 labs or lectures** 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	25%
Final Exam	30%
Projects	35%
Participation / Attendance	10%
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.

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.

Instructor(s)

Jeness Mayer

Office No.: SE6 306

Office Phone: 412-7543

Office Hrs.: Mon. 1:30 to 2:20

E-mail Address: jmayer@bcit.ca

Tues. 11:30 to 12:20

1:30 to 2:20

Wed. 1:30 to 2:20

Learning Resources

Required:

Sales Promotion Essentials, Shultz/Robinson, 3rd Edition, NAT/Publishers

Additional readings 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 (BCIT Library, Mayfair News, McNews)

Strategy Magazine

Ad Age

Blitz

BCIT Policy Information for Students

COURSE NOTES (Policies and Procedures):

ATTENDANCE: Attendance is mandatory for labs and lectures. The attendance policy as outlined in the current BCIT Calendar and will be enforced.

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

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.

CHEATING, PLAGIARISM, AND DISHONESTY: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating, plagiarism or dishonesty will not be tolerated. Therefore, this may 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 EXAMS, TESTS, 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.

Assignment Details

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

LAB ASSIGNMENTS: Lab assignments are due in labs as per time designated by the instructor. Any lab assignments received after that time will not be accepted.

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Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
Week 1 Sept. 3	Labs: Course Outline and Introductions		Bring SP Example to next week's lab
Week 2 Sept. 10	Lecture: Introduction to Sales Promotion Lab: Begin Sales Promotion File Project Consumer Types	Chapters: 1-3	Read SP Evaluation Handout Sales Promotion File Project Assigned
Week 3 Sept. 17	No Lecture – Shinerama Labs: Evaluate SP Strategy		Term Project Assigned
Week 4 Sept. 24	Lecture: Coupons Labs: Evaluate SP Strategy Continued	Chapter 4	
Week 5 Oct 1	Lecture: Continuity Programs / Premiums Labs: Coupon Costing / Exam Review	Chapters: 5, 6, 9	
Week 6 Oct 8	MIDTERM EXAM	Chapters 1-6 & 9 plus handouts	
Week 7 Oct 15	Lecture: Retail Discount Promotions; Price-Off's Labs: Case Study: Develop SP Strategy	Chapter 12	
Week 8 Oct 22	Lecture: Contests & Sweepstakes; Cause Related Promotions; Sponsorships Labs: Hand Back & Review Exam	Chapters: 8, 11	
Week 9 Oct 29	Lecture: Trade Deals & Allowances, POP's, Trade Shows; Refunds and Rebates Labs: Group Meetings	Chapters: 7, 13	Sales Promotion File Due
Week 10 Nov 5	Lecture: Sampling, Collateral Material, Specialty Advertising; Guest Speaker: Brenda Pollman Labs: Multimedia Resource Tour	Chapter 10	
Week 11 Nov 12	Lecture: Presentation Do's and Don'ts; NABS (Guest Speaker) Labs: Organizing Presentation		Term Project Written Due
Week 12 Nov 19	TERM PROJECT PRESENTATIONS – No Labs or Lectures		Term Project Oral Presentations
Week 13 Nov 26	Industry Tours – Labs and Lectures to be determined		
Week 14 Dec 3	Exam Review		
Week 15	FINAL EXAM		