



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing

Option: Marketing Communications / Direct Response

Course Number: MKTG3317  
Course Name: Sales Promotion

Start Date: September 4, 2002

End Date: December 13, 2002

Total Hours: 45 Total Weeks: 15

Term/Level: 3 Course Credits: 3

Hours/Week: 3 Lecture: 2 Lab: 1

Shop: Seminar: Other:

**Prerequisites**

Course Number: MKTG3317 is a Prerequisite for:

Course No.	Course Name
	Completion of First Year Marketing Program

Course No.	Course Name
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**■ Course Description (required)**

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 calibre, demonstrating a thorough understanding of the principles and practice of sales promotion.

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

**■ Detailed Course Description (optional)**

**■ Evaluation**

Midterm Exam	25%	Comments: Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.
Final Exam	30%	
Projects	35%	
Participation/Attendance	10%	
<b>TOTAL</b>	<u>100%</u>	

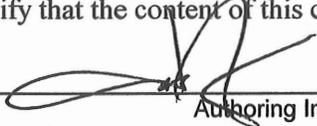
**■ Course Learning Outcomes/Competencies**

Upon successful completion, 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.

■ Verification

I verify that the content of this course outline is current.

  
\_\_\_\_\_  
Authoring Instructor

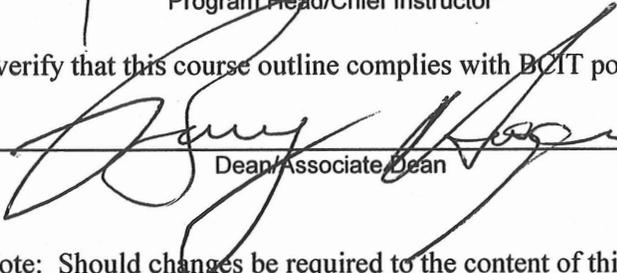
Aug 29/02  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

Aug 29, 02  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

Aug 29/02  
\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## ■ Instructor(s)

Jeness Mayer

Office Location: SE6 306

Office Phone: 412-7543

Office Hrs.: Posted on door

E-mail Address: jmayer@bcit.ca

## ■ 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 Magazine - Ad Age - Blitz

## ■ Information for Students

*(Information below can be adapted and supplemented as necessary.)*

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**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.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

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

## ■ 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 the time designated by the instructor. Any lab assignments received after that time **will not be accepted** unless accompanied by a doctor's note.

### Schedule

Week of Number	Outcome/Material Covered	Reference/Reading	Assignments
Week 1 Sept. 4	<b>Lecture:</b> Introduction to the program <b>Lab:</b> Course Outline		Bring SP Example to next week's lab
Week 2 Sept. 9	<b>Lecture:</b> Introduction to Sales Promotion <b>Lab:</b> Begin SP File Project; Consumer Types	Chapters 1-3	-Read SP Evaluation handout -SP File Project Assigned -Term Project Industry Assigned
Week 3 Sept. 16	<b>NO LECTURE:</b> Shinerama <b>Labs:</b> Evaluate SP Strategy; Term Project Details		Term Project Assigned
Week 4 Sept. 23	<b>Lecture:</b> Coupons <b>Labs:</b> Evaluate SP Strategy Continued	Chapter 4	
Week 5 Sept. 30	<b>Lecture:</b> Continuity Programs; Premiums <b>Labs:</b> Coupon Costing; Exam Review	Chapters 5,6,9	
Week 6 Oct. 7	<b>MIDTERM EXAM</b>	Chapters 1-6 & 9 plus Handouts	
Week 7 Oct. 14	<b>Lecture:</b> Contests & Sweepstakes; Cause Related Promotions <b>Lab:</b> Case Study	Chapter 8, 11	
Week 8 Oct. 21	<b>Lecture:</b> Retail Discount Promotions; Price-Off's; Refunds and Rebates <b>Lab:</b> Hand Back & Review Exam	Chapters 7,12	
Week 9 Oct. 28	<b>Lecture:</b> Trade Deals & Allowances; POP's <b>Lab:</b> Case Study	Chapter 13	Sales Promotion File <b>Due in Lab</b>
Week 10 Nov. 4	<b>Lecture:</b> Guest Speaker – NABS <b>Lab:</b> Meet with each group to discuss term project		Rough Drafts of Term Project <b>Due in Lecture</b>
Week 11 Nov. 11	<b>Lecture:</b> Sampling, Collateral Material, Specialty Advertising <b>Lab:</b> Case Study	Chapter 10	
Week 12 Nov. 18	<b>Lecture/Lab:</b> Online Promotions		Term Project Written <b>Due Nov 22 Noon</b>
Week 13 Nov. 25	<b>TERM PROJECT PRESENTATIONS –</b> No Labs or Lectures		Term Project Oral Presentations

Week 14 Dec. 2	Industry Tours – Labs and Lectures to be determined		
Week 15 Dec. 9	<b>FINAL EXAM WEEK</b>	Chapters 7,8,10-13 plus handouts	