

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Promotion Strategy

COURSE NUMBER MKTG 4415

DATE January, 1996

Prepared by Carroll Nelson

Taught to Second Year

School Business

School Business

Program Marketing

Program Marketing

Date Prepared December, 1995

Option Marketing Communications

Term 4A Hrs/Wk 6 Credits

No. of Weeks 10 Total Hours 60

Instructor(s) Carroll Nelson Office SE6-306 Local 6765

Office Hours Posted on office door. (Please make advance appointments.)

PREREQUISITES

Completion of Term 3.

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- Develop a comprehensive marketing and/or promotion campaign with real world constraints.
- Understand the mechanics of "pitching" an account.
- Distinguish between marketing and promotion needs of profit versus non-profit (or government) organizations.
- Incorporate theoretical concepts into practical application of marketing and promotion components.

EVALUATION

Projects 65 %

Laboratory 20 %

Participation 15 %

Failure to meet BCIT's attendance requirements (no more than 10% of class can be missed) will result in the student being excluded from involvement in the major project.

REQUIRED TEXTS AND EQUIPMENT

- As presented by your instructor
 - No required text
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REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

1. Promotion — Analysis, Creativity and Strategy. Dommermuth. PWS-Kent, 1989.
 2. Sales Promotion Essentials, Shultz/Robinson.
 3. The Practice of Public Relations. Seitel. Merrill, latest edition.
 4. Marketing Magazine.
 5. Advertising Age.
 6. Strategy.
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COURSE SUMMARY

This course will give you the opportunity to work as a team member in developing a marketing and/or promotion campaign for a real-world client. The supporting lectures and lab exercises will provide you with the necessary tools to successfully develop a workable strategy incorporating advertising, sales promotion and public relations. An exposure to promotion of non-profit organizations and services is incorporated into the curriculum.

The learning process will occur through lectures, case studies, videos, guest lectures, class exercises, workshops, client interviews, client presentations and hands-on student presentations.