

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME <u>Promotion Strategy</u>	
COURSE NUMBER <u>MKTG 4415</u>	DATE <u>January, 1995</u>
Prepared by <u>Carroll Nelson</u>	Taught to <u>Second</u> Year
School <u>Business</u>	School <u>Business</u>
Program <u>Marketing</u>	Program <u>Marketing</u>
Date Prepared <u>December, 1994</u>	Option <u>Marketing Communications</u>
Term <u>4A</u> Hrs/Wk <u>6</u> Credits _____	
No. of Weeks <u>10</u> Total Hours <u>70</u>	
Instructor(s) <u>Carroll Nelson</u> Office <u>SE6-306</u> Local <u>6765</u>	
Office Hours <u>Posted on Office Door</u>	

### PREREQUISITES

Completion of Term 3

### COURSE OBJECTIVES

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

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

### EVALUATION

Final Examination	_____	%	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.
Mid-Term	_____	%	
Projects	<u>60</u>	%	
Laboratory	<u>25</u>	%	
Other (1) Participation	<u>15</u>	%	
(2)	_____	%	
(3)	_____	%	

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### **REQUIRED TEXT(S) 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. The Practice of Public Relations. Seitel. Merrill, latest edition.
3. Marketing Magazine
4. Advertising Age
5. Strategy

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### **COURSE SUMMARY**

This course will give you the opportunity to work as a team member in developing a 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.