

**MARTIN de TOURS SCHOOL OF MANAGEMENT
DEPARTMENT OF MARKETING**

**Lesson Plan
MKT3627
Sales Promotion**

COURSE DESCRIPTION

The course is targeted to understand the principles and practices of sales promotion and merchandising by studying its essential formulating process in terms of marketing, management and advertising perspectives. This course will cover the selection of proper sales appeals and materials, with the emphasis in planning and evaluation of promotion and merchandising activities.

COURSE OBJECTIVES

- Understanding the new corporate environment and term, “Integrated marketing communication” and its application on sales promotion.
- Understanding the problem and opportunities as a prelude to setting objectives.
- Understanding various categories of sales promotion tactics.
- Through the use of case analysis and group project, enable students to practice managerial decision-making.

REQUIRED TEXT

Assumption University Customized Sales promotion & merchandising Textbook.

MARK ALLOCATION:

Class Participation	5%
Assignment	5%
Group Project (5 persons)	15%
Presentation	5%
Midterm Examination	30%
Comprehensive Final Examination	40%
Total	100%

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(WEEK1) Brief Course Introduction and Course Outline Distribution.

Lecture start From Week2.

CHAPTER 1: Integrated marketing communication.

Time Allocation: 2 hrs and 10 minutes (Week 2)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Recognize the critical role communication plays in marketing program.- Review the nature of the communication process- Apply a communications model to marketing issues- Discover the nature of a totally integrated advertising and marketing communication approach- Expand the concept of integrated marketing communication to the global level.	<ul style="list-style-type: none">- Communication and IMC program- IMC Components- The Value of IMC Plan- Globally Integrated Marketing Communications.	Friendly, ice breaking discussion, asking question about basic marketing knowledge	Power Point slides	<ul style="list-style-type: none">• Test their knowledge of basic marketing <p>Encouraging students to apply in different environment (either domestic or foreign countries)</p> <p>Case study.</p>

CHAPTER 2: Marketing Communication psychology

Time Allocation: 2 hrs and 10 minutes (Week 3)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - To Distinguish between cognitive and behavior model of decision making - To identify the key stages in the decision making process - To outline the social influences on decision making. - To outline the personal influences on decision making. - To discuss the concept of cognitive dissonance - To demonstrate the alternative hierarchy of effects models in marketing communication - To outline how individuals process information. - To explain the concept of attention - To identify the influences on the interpretation of messages. - To outline the three key types of learning - To demonstrate the importance of attitudes in the decision making process. 	<ul style="list-style-type: none"> - Alternative paradigms of buyer behavior - Stages in decision making - Pre-purchase evaluation - Post-purchase evaluation - Product disposal - The role of marketing communication - Psychological influences on buyer behavior - Experience, learning and the role of memory - Attitude formation, change and its effects on behavior. - 	Examples	Power Point slides	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 3: The changing marketing Communication Environment

Time Allocation: 2 hrs and 10 minutes (Week 4)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - To Emphasis the constantly and rapidly changing nature of the marketing communication environment - To identify key areas of environmental change within the context of marketing communications macro and micro environment - To provide framework for analyzing the marketing communications environment by introducing PRESTCOM and SWOT analysis - To effort a number of examples of environmental change illustrative of the factors impacting on marketing communications activities. - To introduce the principal parties involved in the marketing communication industry. 	<ul style="list-style-type: none"> - The macro and micro environment the context of marketing communications - Analysis of macro environment - Overview of selected macro-environmental changes affecting marketing communications - Players in the marketing communications industry - The marketing communications micro-environment- the media context. 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 4: Corporate Image and Brand management

Time allocation: 2 hours 10 mins(Week 5)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - Understand the nature of a corporation's image and why it is important - Develop tactics and plan to build an effective corporate image - Discover the advantages of a quality logo, package and label. - Cultivate effective brand names, Family brands, brand extensions, flanker brands, co-brands, private brands, brand equity; and brand recognition. - Recognize the importance of effective brand and product positioning, and utilize strategies to help establish a positive position. 	<ul style="list-style-type: none"> - The corporate Image - The component of corporate image - Promoting the desired image - Corporate name and logo - Branding - Packaging - Brand Equity - Brand Extension and flanker brands 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 5: Promotion Opportunity Analysis

Time allocation: 2 hours and 10 minutes (Week 6)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - Recognize the steps in preparing a promotions opportunities analysis, along with the key activities involved - Comprehend the relationship between a company's promotional efforts, the efforts of the competition, and the opportunities and threat the results from these two activities. - Study the characteristics of various forms of consumer market segmentation - Become aware of B2B segmentation program. 	<ul style="list-style-type: none"> - The marketing plan - Promotions opportunities - Communication market Analysis - Establishing marketing Communications objectives. - Establishing a communication budget - Types of budgets - Prepare promotional strategies - Market segmentation - B2B segmentation. - 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 6: Target groups.

Time allocation: 2 hours (Week 7)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - Understand the process of segmentation - Get an overview of the criteria for segmentation market - Understand the requirement for good segmentation. - Distinguish the strategies for targeting market segment - Choose positioning strategies - Understand the difference between primary target groups and secondary target groups or stakeholders. 	<ul style="list-style-type: none"> - Requirement for effective segmentation - Targeting - Positioning - Primary & secondary target group. 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p>

CHAPTER 7: Identifying target audiences and profiling target markets.

Time allocation: 2 hours (Week8)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - To introduce the context in which targeted Marketing is taking place. - To outline the concept and uses of marketing segmentation - To present the 5 key types of segmentation. - To discuss the main segmentation products commercially available - To demonstrate the applications of segmentation and profiling. 	<ul style="list-style-type: none"> - The decline of mass marketing - Market segmentation - Type of segmentation - Commercially available segmentation classifications - Using segmentation for marketing communication. 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Mid-Term Preparation. Ch1~7 30%</p>

CHAPTER 8: Objectives.

Time allocation: 2 hours (Week 9)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Get an overview of the various goals and objectives of marketing communications and corporate communications campaigns.- Understand the relation between stages in the product life cycle and communications objectives.- Understand how the consumer choice situation affects communication objectives.	<ul style="list-style-type: none">- Marketing communication objectives.- Stages in the product life cycle and marketing communications objectives.- Consumer choice situation and marketing communications objectives.- Corporate communication objectives.-	Presentation on the related topics and examples	Power Point slides	Question and Answers Case study.

CHAPTER 9: Budgets

Time allocation: 1 hour and 15 minutes (Week 10)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Understand how communication budgets may influence communication s effectiveness- Get an overview of theoretical and practical marketing communications budgeting methods.- Optimise share of voice decision.- Identify factors that influence budgeting decision.- Decide upon a communications budget for a new product or brand.	<ul style="list-style-type: none">- How communications budget affects sales- Communications budgeting method.- Factors influencing budgets- Budgeting for new brand or products	Presentation on the related topics and examples	Power Point slides	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 10: Sales promotion, Events, and Sponsorship.

Time allocation: 2 hours (Week 11)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Explain the principles that drive the use of sales promotion and discuss why advertisers are spending increasing sums of money on sales promotion.- List and explain the use of various consumer promotions.- Summarize the types and purpose of trade promotion.- Describe the use of other types of promotions; sponsorship, specialties, interactive promotion, loyalty programs, and co-marketing program.- Explain the strategies use of promotions in marketing, in terms of brand building, new-product launches, integration, and effectiveness.	<ul style="list-style-type: none">- The practice of sales promotion- Consumer- Trade- Promotion that cross the line.	Presentation on the related topics and examples	Power Point slides	Question and Answers Case study.

CHAPTER 11: Trade Promotion.

Time allocation: 1 hour and 30 minutes (Week 12)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - Recognize the important relationship between advertising programs and the other parts of the promotions mix. - Understand the difference between trade promotions and consumer or sales promotions, and when to use each tool. - Become aware of how trade promotions tools building strong ties with other members of the marketing channel. - Know when and how to use each of the major trade promotions tools. - Overcome the barriers and obstacles to effective use of trade promotions. 	<ul style="list-style-type: none"> - The nature of trade promotion. - Types of trade promotion. - Objective of trade promotions. - Concerns in using trade promotions. - 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 12: Consumer Promotions

Time allocation: 2 hours and 10 minutes (Week 13)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Be aware of the goals, advantages, and disadvantages for each promotions program that can be used in marketing a company of product- Tie consumer promotions with trade promotions and other elements of the promotions mix and then match them to the overall IMC program.- Seek out quality uses of consumer promotions for sales to B2B buyers- Understand the limitations that are present when consumer promotions program are developed for international customers.	<ul style="list-style-type: none">- Coupons- Premiums- Contests and sweepstakes- Refund and rebates- Sampling- Bonus pack- Price-off- Planning a consumer promotion.- B2B program.-	Presentation on the related topics and examples	Power Point slides	Question and Answers Case study.

CHAPTER 13: Public Relations

Time allocation: 1 hour and 30 minutes (Week 14)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Explain what public relations is and how it differs from advertising.- Describe the most common types of public relations program.- Analyze the key decisions in public relations planning.- Explain the most common types of public relations tools.- Discuss the importance of measuring the result of public relations efforts.	<ul style="list-style-type: none">- The Practice of public relations- Public relation planning.- Public relation tools.- Effectiveness and PR excellences.-	Presentation on the related topics and examples	Power Point slides	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 14: Point-of-purchase Communication.

Time allocation: 1 hour and 15 minutes (Week 14)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- Understand why point of purchase communication are important.- Learn about the tools and objectives of point of purchase communications.- Learn how effective the various tools of point of purchase communications can be.- Get an overview of different aspect of point of purchase communications such as, store image, store organization, product presentation, store atmosphere and packaging.	<ul style="list-style-type: none">- Objectives and tools of point of purchase communications.- Effectiveness of point-of purchase communications.- Store image- Store organization- Product presentation- Store atmosphere- Packaging.	Presentation on the related topics and examples	Power Point slides	Question and Answers Case study.

CHAPTER 15: Sponsorship

Time allocation: 1 hour and 15 minutes (Week 15)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none"> - Understand the difference between sponsorship and other instruments of the communication mix. - Know how sponsorship works. - Understand why sponsorship is an increasingly important instrument of the communication mix. - Distinguish the target group and objectives of sponsorship - Learn about the different types of sponsorship - Select sponsorship proposals on the basis of a set of relevant criteria - Measure the effectiveness of a sponsorship campaign. 	<ul style="list-style-type: none"> - Sponsorship defined - How sponsorship works. - The growing importance of sponsorship. 	<p>Presentation on the related topics and examples</p>	<p>Power Point slides</p>	<p>Question and Answers</p> <p>Case study.</p>

CHAPTER 16: Exhibitions and Trade Shows

Time allocation: 1 hour and 15 minutes (Week 15)

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<ul style="list-style-type: none">- To Explain the role of exhibitions and trade shows in the marketing communication mix.- To describe ways to assessing the effectiveness of exhibition activity.- To outline a planning sequence for exhibitions.- To identify the strength and weakness of exhibiting.- To explain which marketing objectives are best addressed by exhibitions.	<ul style="list-style-type: none">- Exhibitions in the marketing communication mix.- Reasons for exhibiting- Visitors views of exhibitions- Planning and evaluating exhibition.	Presentation on the related topics and examples	Power Point slides	<p>Question and Answers</p> <p>Case study.</p>