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**Course Syllabus Form**

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| 1. **College:** Business Administration
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| 1. **Department:** Management and Marketing
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| 1. **Program:** B.Sc. in Marketing/ Minor in Marketing
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| 1. **Course code:** MKT 263
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| 1. **Course title:** Promotion Management
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| 1. **Course credits:** 3 hours
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| 1. **Pre-requisites:** MKT 261
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| 1. **Lectures Timing & Location:**
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| 1. **Course web-page:**
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| 1. **Course coordinator: Hisham Al-Arrayed**
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| 1. **Academic year: 2020/2021**
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| 1. **Semester:**
 |  | **First** | XX | **Second** |  | **Summer** |
| 1. **Textbook(s):** Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12e ISBN 9781260796452 (ebook) 2020

**Note:** Access code needs to be purchased. |
| 1. **References:**

Book: Advertising, Promotion, and Supplemental Aspects of IMC. By Terence ShimpJournal: Advertising and Promotion. By SAGE Publishing |
| 1. **Other resources used (e.g. e-Learning, field visits, periodicals, software, etc.):**

For e-Journals and e-books in UOB library , refer to the following link: <http://libwebserver.uob.edu.bh/en/> |
| 1. **Course description (UOB catalog):**

The meaning of promotion and its role in strategic planning in marketing; steps in promotion planning, market segmentation; promotion of the marketing mix; decision making by buyers; basic features of marketing communication; the creation of great commercials; and trade promotions and promotion media. |
| 1. **Course Intended Learning Outcomes (CILOs):**
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|  | *Mapping to PILOs* |
| ***CILOs*** | A | b | c | d | e | f |
| 1. Understand how to design a customer-driven promotional strategy.
 | ✓ | ✓ |  |  |  |  |
| 1. Illustrate the ethical issues in promotion.
 |  | ✓ |  |  |  | ✓ |
| 1. Apply modern promotional techniques to attract the potential customers.
 |  |  | ✓ |  |  |  |
| 1. Use appropriate media to effectively communicate with target customers.
 |  |  |  |  | ✓ | ✓ |
| 1. Practice techniques of effective presentation in Marketing
 |  |  |  | ✓ | ✓ | ✓ |

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| 1. **Course assessment:**
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| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Reading Assignments | 1,2,3,4,5 | 1/chapter | 20% | TBA |
| Project | 1,2,3,4,5 | 1 | 40% | TBA |
| Final Exam | 1,2,4 | 1 | 40 % | TBA |
| Total |  |  | 100% |  |
| 1. **Description of Topics Covered**
 |
| ***Topic Title*** ***(e.g. chapter/experiment title)*** | *Description* |
| Chapter 1: Introduction to Integrated Marketing Communications | An introduction to the communication mix. The role it plays in marketing. Advertising: meaning, characteristics, merits and limitations, Personal selling meaning, importance, merits and limitations, sales promotion, meaning advantages, and disadvantages, Direct marketing, Public Relations and Publicity. |
| Chapter 5:The Communication Process | The communication process: Meaning of Communication, Elements of the communication process: sender, encoding, message, channel, receiver, decoding, response, feedback and noise,. Response models. Alternative response models. |
| Chapter 6:Source, Message and Channel Factors | Source, message and channel characteristics. The impact of these three elements of communication process. |
| Chapter 7:Establishing Objectives and Budgeting for the Promotion Program | Communication objective and budget methods. Sales and communication objectives. Differences, various methods of setting the promotional budget. |
| Chapter 8:Creative Strategy: Planning and Development | Creative Strategy: Meaning, the creative process, the concept of major selling idea, approaches to get to a major selling idea. Unique selling proposition, positioning, etc. |
| Chapter 14Direct Marketing | Defining direct marketing and direct marketing objectives. |
| Chapter 16:Sales promotion Assignments preparation | Sales promotion. Meaning. Use. Types. Merits and limitations of each type. |
| Chapter 17:Public Relations and Publicity | Public Relations and Publicity Meaning. Differences. Characteristics. Contrasting advertising and publicity. Merits and limitations. |
| Chapter 19:International Advertising and promotion. | The international environment, global and localized advertizing. |

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| 1. **Course Weekly Breakdown:**
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| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| ***1*** |  | **Chapter 1**Introduction to Integrated Marketing Communications | *1,2,3* | LectureClass Discussion | AssignmentProject |
| ***2*** |  |
| ***3*** |  | **Chapter 5**The Communication Process | *1,2,3* |
| ***4*** |  | **Chapter 6**Source, Message and Channel Factors | *1,2,3* |
| ***5*** |  | **Chapter 7**Establishing Objectives and Budgeting for the Promotion Program | *1,2,4* | LectureClass Discussion | Assignment |
| ***6*** |  | **Chapter 8**Creative Strategy: Planning and Development | *1,2,4* | LectureClass Discussion |
| ***7*** |  | **Chapter 14**Direct Marketing | *1,3* | LectureClass discussion | Assignment |
| ***12*** |  | **Chapter 16**Sales promotion | *2,3,4* | LectureClass Discussion |
| ***13*** |  | **Chapter 16**Sales promotion | *2,3,4* | LectureClass Discussion |
| ***14*** |  | **Chapter 17:** Public Relations and Publicity | *3,4* | LectureClass Discussion |
| ***15*** |  | **Chapter 17:** Public Relations and Publicity | *3,4* | LectureClass Discussion |
| ***16*** |  | **Chapter 19**International Advertizing and Promotion | *4,5* | LectureClass Discussion |
| ***17*** |  |
| **Further Notes on MKT 263 Project:** Students can work on their project individually or in a group of maximum 4. Students are to conduct (1) an **analysis** of a YouTube video commercial of their choice. Students are then to (2) **report** and (3) **present** their analysis, findings and recommendation as to what would make the commercial they chose more effective. Finally, students are to submit (by email) a written report and a video of themselves giving their presentation of this activity.Several YouTube commercials will be discussed and analyzed in class for training purposes so as to develop students’ communication analytical skills.Video ad 1: The German Coast Grad <https://youtu.be/0MUsVcYhERY> Video ad 2: Embrace Life <https://youtu.be/h-8PBx7isoM>  |
| **Prepared by:** Hisham Al-Arrayed |
| **Date:** 01/09/2020 |
| **Approved by the Department Council on: 6/Oct/2020** |