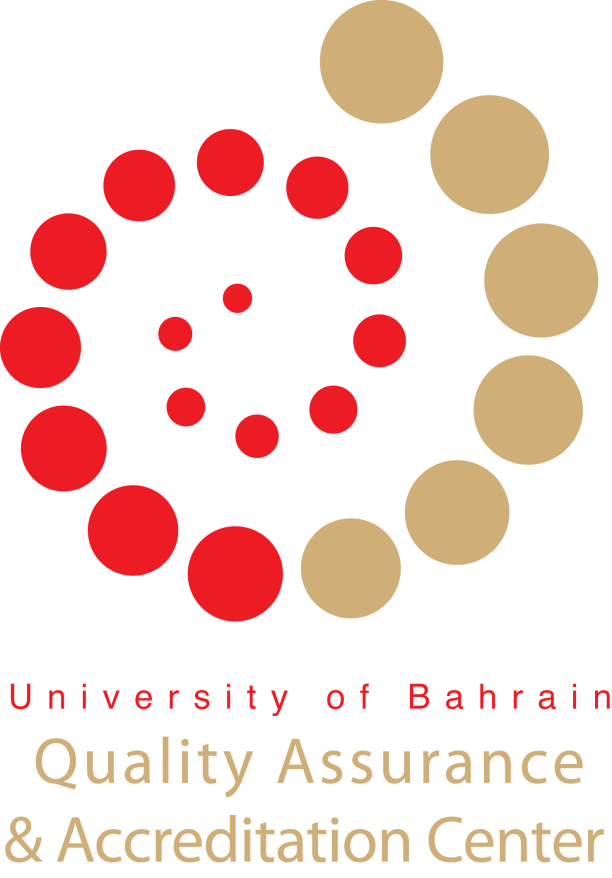
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**Course Syllabus Form**

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| 1. **College:** Business Administration | | | | | | | | | | | | |
| 1. **Department:** Management and Marketing | | | | | | | | | | | | |
| 1. **Program:** B.Sc. in Marketing/ Minor in Marketing | | | | | | | | | | | | |
| 1. **Course code:** MKT 263 | | | | | | | | | | | | |
| 1. **Course title:** Promotion Management | | | | | | | | | | | | |
| 1. **Course credits:** 3 hours | | | | | | | | | | | | |
| 1. **Pre-requisites:** MKT 261 | | | | | | | | | | | | |
| 1. **Lectures Timing & Location:** | | | | | | | | | | | | |
| 1. **Course web-page:** | | | | | | | | | | | | |
| 1. **Course coordinator: Hisham Al-Arrayed** | | | | | | | | | | | | |
| 1. **Academic year: 2020/2021** | | | | | | | | | | | | |
| 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 Shimp  Journal: 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):** | | | | | | | | | | | | |
|  | | | | | *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:** | | | | | |
| *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 14  Direct 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:** | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| ***1*** |  | **Chapter 1** Introduction to Integrated Marketing Communications | *1,2,3* | Lecture  Class Discussion | Assignment  Project |
| ***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* | Lecture  Class Discussion | Assignment |
| ***6*** |  | **Chapter 8**  Creative Strategy: Planning and Development | *1,2,4* | Lecture  Class Discussion |
| ***7*** |  | **Chapter 14**  Direct Marketing | *1,3* | Lecture  Class discussion | Assignment |
| ***12*** |  | **Chapter 16**  Sales promotion | *2,3,4* | Lecture  Class Discussion |
| ***13*** |  | **Chapter 16**  Sales promotion | *2,3,4* | Lecture  Class Discussion |
| ***14*** |  | **Chapter 17:**  Public Relations and Publicity | *3,4* | Lecture  Class Discussion |
| ***15*** |  | **Chapter 17:**  Public Relations and Publicity | *3,4* | Lecture  Class Discussion |
| ***16*** |  | **Chapter 19**  International Advertizing and Promotion | *4,5* | Lecture  Class 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** | | | | | |