“Promotion Marketing”

Course Syllabus, Spring 2014

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Course Description:
As the marketing world evolves away from “silo” disciplines and towards a truly integrated communications mix that recognizes changing consumer purchase behaviors, Promotion Marketing has emerged as a dominant element, representing 70%+ of the total marketing budget for most consumer brands and encompassing virtually all key aspects of the marketing mix and consumer touch points. Hence, no marketing education is complete without an understanding of this extremely critical area.

This course will cover all major aspects of Promotion Marketing from strategy through execution, within the framework of how these disciplines fit into the overall marketing plan. We will cover Promotion Marketing from both a conceptual and “real world” standpoint, using a mix of case study, current articles, and current examples, with an emphasis on consumer marketing. The course first sets up the “big picture” framework and then dives into the “Tool Box”, with segments on each of the major “tools”: Shopper Marketing, Price Promotion, Platform Marketing (sports/entertainment/cause-related), Loyalty Marketing, and Digital (Web and Social). The course will also feature well-known and respected guest speakers from the industry.

Students can expect to complete the course with a solid fundamental understanding of and competence in Promotion Marketing, and can also look forward to an energized and stimulating classroom atmosphere.
**Course Objectives:**

Provide a solid framework and foundation on Promotion Marketing, both strategic and tactical.

Illustrate theories and constructs with real world examples and expertise.

Create a stimulating, engaging, and challenging learning environment.

**Method of Instruction:**

Lecture  
Case Study  
Discussion  
Outside Speakers  
Team Projects

**Evaluation:**

Case Write Up (2 Cases, Teams)  40% (20% each)  
Final Project (Teams)  50%  
Class Participation  10%

**Class Attendance and Participation**

Attendance and participation is expected. There will be a sign-in sheet for each session. You are required to let me know if you will be missing class.

**Course Materials**

**Cases:**

- Reynolds Metal  
- Giant Consumer Products  
- Groupon  
- MasterCard World Cup  
- Launching the BMW Z3 Roadster  
- Nectar Loyalty Marketing

**Articles:**

*Strategic Perspective on Sales Promotion*  
*The Three Faces of Consumer Promotion*  
*Do Social Deal Sites Really Work?*
**Assignments**
There are six cases for the course. Each case will be discussed in class and you are expected to fully review the case and be prepared to participate in the discussion. Case Questions will be posted on Blackboard.

Two of the cases (Reynolds and MasterCard) will be analyzed and written up by your Team. Details on written case analysis format will be posted on Blackboard.

There are also three articles, which you will read and review prior to the class session during which they will be discussed.

The Final Project is a Team project that will be due the final week of class. It will be presented in class and turned in hard copy (PowerPoint). Details on the Final Project will be posted on Blackboard and discussed in class.

**Teams**
Depending on the class size, you will be working in 3-4 person teams. We will discuss this in more detail in class at the beginning of the semester.