**Promotion Marketing**

Course Syllabus, Spring 2011

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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 the dominant element of the marketing mix, 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 exciting area.

This course will cover all major aspects of Trade and Consumer Promotion 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 textbook, case study, current articles, and current examples, with an emphasis on consumer marketing. Key areas of focus will be: Retail/Trade Marketing, Consumer Promotion Strategy and Tactics, Platform Marketing (Sports, Entertainment, and Cause-Related), and Digital Marketing (Online and Social Media). The course may also feature a number of well-known and respected guest speakers from the industry, their schedules permitting.

Students can expect to complete the course with a solid fundamental understanding of and competence in Promotion Marketing while having a stimulating and fun learning experience.

**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, challenging, and fun learning environment.

**Method of Instruction:**

Lecture  
Case Study  
Discussion  
Outside Speakers  
Team Projects

**Evaluation:**

- Case Write Up (2) 40% (20% each)  
- Team Project (1) 50%  
- Class Participation 10%

Attendance and participation is expected. More than one missed class is not recommended, although I am open to discussion based on your situation. **Please advise me prior if you are not going to be in class.**

**Course Materials:**

Cases:  
- Reynolds Metal*  
- MasterCard World Cup*  
- Launching the BMW Z3 Roadster

Articles:  
- Strategic Perspective on Sales Promotion  
- The Three Faces of Consumer Promotion  
- Valuing the Cause Marketing Relationship  
- The Coming Era of Brand in Hand Marketing

Current Articles (distributed in class)

It is expected that the BMW case and the articles, while not requiring a written analysis, will be read prior to class and, in the case of BMW, prepared for discussion.

*Write Up Required