Western Technical College

10104184 Promotion Principles

Course Outcome Summary

Course Information

Description
Students work in teams to select and research a company, brand, or business, create an institutional and event promotion campaign and buy efficient media in order to influence a data-defined market segment. The markets may be local, national, or global.

Career Cluster
Marketing

Instructional Level
Associate Degree Courses

Total Credits
3

Total Hours
54

Textbooks


Program Outcomes

1. Develop strategies to anticipate and satisfy market needs.
2. Promote products, services, images, and/or ideas to achieve a desired outcome.
3. Evaluate information through the market research process to make business decisions.
4. Prepare selling strategies.

Course Competencies

1. **Differentiate the dependant role that promotion has within the larger context of marketing.**

   Assessment Strategies
   
   1.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.

   Criteria
   
   You will know you are successful when
   
   1.1. you differentiate between marketing and promotion objectives.
   1.2. you compare and contrast promotion functions relative to marketing.
   1.3. you separate the duties of each element of marketing mix.
Learning Objectives
1.a. Explain the function of marketing related to other business functions
1.b. Define the role of promotion within the context of marketing
1.c. Compare and contrast the relationship of marketing to promotion
1.d. Describe the role and culture of the promotion industry

2. **Qualify the role of integrated brand promotion in the current and past historical context.**
   Assessment Strategies
   2.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.
   
   Criteria
   
   *You will know you are successful when*
   2.1. you explain the historical context of promotions relative to marketing.
   2.2. you explain how and why the IMC concept started.
   2.3. you differentiate between several promotional plans using knowledge of the IMC process.

Learning Objectives
2.a. Explain the changes of promotions role and tactics historically
2.b. Describe the concept of Integrated Marketing Communications
2.c. Analyze promotion plans to deduct level of integration

3. **Analyze the marketing environment in which promotions take place.**
   Assessment Strategies
   3.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.
   
   Criteria
   
   *You will know you are successful when*
   3.1. you gather data regarding the controllable and uncontrollable variables effecting a firm.
   3.2. you differentiate between relevant facts and those that comprise the truth.
   3.3. you outline the problems and opportunities that surface from data.
   3.4. you leverage information from the external analysis to enhance opportunities and defend against threats.
   3.5. you formulate an executive summary assessing current market position.
   3.6. you segment a market relative to firm attributes.
   3.7. you select target market relative to firm attributes.
   3.8. you position self in market place with value.

Learning Objectives
3.a. Evaluate a firms external marketing environment
3.b. Assess the current positioning of a firm
3.c. Research and segment the broader market for a firm using all bases of segmentation
3.d. Target a market for a firm using the results from the segmentation process
3.e. Create a new positioning strategy using identified target market

4. **Evaluate buyer behavior and the communications process relative to a promotional plan.**
   Assessment Strategies
   4.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.
   
   Criteria
   
   *You will know you are successful when*
   4.1. you chart the communication process model.
   4.2. you list various encoding techniques.
   4.3. you list various channels within communications process.
   4.4. you understand how information is decoded.
   4.5. you discuss the various factors that influence buyer behavior.
   4.6. you distinguish between the main theories of motivation and learning.
   4.7. you link product/service attributes to target market buyer behavior.

Learning Objectives
4.a. Determine the influencing factors of a target market relative to buyer behavior
4.b. Identify strategies that resonate with target market
4.c. Explain the communications process
4.d. Develop a communications strategy that leverages target market personality
4.e. Defend media strategy selected

5. Explain the ethical and regulatory environment of promotions.

Assessment Strategies
5.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.

Criteria

You will know you are successful when
5.1. you list all significant laws and regulation relative to promotions.
5.2. you discuss the different agencies regulating advertising.
5.3. you distinguish between an ethical and unethical promotion.
5.4. you list all steps in the ethical checklist.
5.5. you describe the cultural significance of promotions.

Learning Objectives
5.a. List important regulations in the promotions field
5.b. Understand the application of the legal and regulatory environment relative to promotional campaigns.
5.c. Assess ethical considerations within a promotional campaign

6. Apply the tools of brand promotion.

Assessment Strategies
6.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.

Criteria

You will know you are successful when
6.1. you apply mass media strategies.
6.2. you apply sales promotions effectively.
6.3. you apply out of home advertising effectively.
6.4. you apply direct marketing strategies effectively.
6.5. you apply digital media effectively.
6.6. you apply support media effectively.

Learning Objectives
6.a. Create promotions using all elements of the promotional mix
6.b. Understand the implications of new technologies on a promotional plan
6.c. Recognize the significance of social media on a promotional plan

7. Implement a promotional budget.

Assessment Strategies
7.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.

Criteria

You will know you are successful when
7.1. you define the various forms of promotional budgeting.
7.2. you apply the DAGMAR process to allocate funds for a promotional plan.
7.3. you assess ROI of a budgeting plan.
7.4. you create allocated budget schedule for project or plan.

Learning Objectives
7.a. Develop a promotional budget
7.b. Impelment a promotional plan with a the parameters of a budget
7.c. Describe the various methodologies to construct a promotional budget

8. Measure the effectiveness of brand promotions.

Assessment Strategies
8.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.
Criteria

You will know you are successful when

8.1. you gather data on the effectiveness of a promotional plan.
8.2. you create a metrics system to determine effectiveness of a promotional plan.
8.3. you report findings and ROI to client.

Learning Objectives

8.a. Discuss the various evaluative techniques to assess a promotional plan
8.b. Create statistical tool to evaluate a promotional plan
8.c. Report findings of a promotional plan
8.d. Develop suggestions for changes in promotional plan using data collected from evaluation

9. **Create and present a promotional plan.**

Assessment Strategies

9.1. In classroom setting, case studies, promotional team plan, quizzes, and exams.

Criteria

You will know you are successful when

9.1. you develop promotional objectives after conducting market research within a team concept.
9.2. you craft a positioning statement within a team concept.
9.3. you create promotional plan within a team concept.
9.4. you develop promotional mix deliverables within a team concept.
9.5. you present promotional plan.

Learning Objectives

9.a. Use research to develop a promotional plan
9.b. Create deliverables for promotional plan
9.c. Present promotional plan in professional setting