



Western Technical College

## 10104184 Promotion Principles

### Course Outcome Summary

#### Course Information

|                            |   |
|----------------------------|---|
| <b>Description</b>         | 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. |
| <b>Career Cluster</b>      | Marketing   |
| <b>Instructional Level</b> | Associate Degree Courses  |
| <b>Total Credits</b>       | 3   |
| <b>Total Hours</b>         | 54  |

#### Textbooks

*Media Planning Essentials – with Access*. Egan, Beth. Publisher: Stukent Inc. **ISBN-13:** 978-0-9967900-8-6. Required.

#### Success Abilities

1. Refine Professionalism: Act Ethically
2. Refine Professionalism: Improve Critical Thinking
3. Refine Professionalism: Practice Effective Communication

#### 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. Implement a promotional plan with 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