

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 228 – PROMOTION (3 CR.)

Course Description

Presents an overview of promotion activities including advertising, publicity and sales promotion. Focuses on coordinating these activities into an effective campaign as part of the company marketing plan to promote a particular product, business, institution or industry. Emphasizes budget planning, media selection, and analysis of promotion effectiveness. Lecture 3 hours per week.

General Course Purpose

MKT 228 is a one-semester course designed to give the student a working knowledge of the types and uses of promotion in a variety of organizations. Emphasis is placed on the coordination of all elements of the communication process for a successful campaign. The effective use of media selection, a company sales force, public relations, point-of-purchase advertising and Internet promotion to develop favorable customer relationships is examined, along with the essentials of ethical and legal promotion policies.

Course Prerequisites/Co-requisites

An understanding of basic marketing and management principles is desirable.

Course Objectives

Upon completion of this course, the student will be able to:

- Define promotion as a part of the integrated marketing communication process.
- List the elements of the promotional mix.
- Define the various tools utilized to create a successful campaign.
- Develop an integrated marketing communications plan
- Evaluate the success of the marketing communications plan
- Develop an appropriate budget which includes all elements of the promotional mix.
- List the advantages and disadvantages of various types of media utilized by firms, including the Internet.
- Describe the ethical and legal environment of the field.

Major Topics to be Included

- The elements of the promotional mix
- The role of promotion as part of the marketing communicating process
- Coordination of promotional activities
- Budgeting for promotion
- Tools/techniques of promotion
- Media types
- Promotion objectives and evaluation
- Legal and ethical parameters of promotional efforts

Optional Topics to be Included

- Design and creation of promotional materials