Description: Promotion Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tbody>
<tr>
<td>MKT</td>
<td>2001</td>
<td>10184</td>
<td>1, 2002</td>
<td>EXT</td>
<td>1.00</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Adrienne Jocumsen
Moderator: Dawn Birch

PRE-REQUISITES
Co-requisite: MKT 1002

SYNOPSIS
This course addresses the nature and role of the promotional element of the marketing mix. It covers issues of promotional strategy; elements of promotional management; the interaction of various elements used in promotion such as advertising, personal selling, sales promotion and public relations; and the socio-legal environment of promotion. The emphasis will be on the development of skills in identifying the role of promotion in product, service, professional and industrial marketing situations. Knowledge gained from studies in MKT1001 - Introductory Marketing and MKT1002 - Consumer Behaviour will be drawn upon frequently. Prior knowledge in these areas is essential, therefore it is strongly recommended that students complete MKT1002, Consumer Behaviour, prior to doing this course.

OBJECTIVES
Upon completion of this course, students will be able to:

- understand the application of communication principles to the marketing-communication process;
- describe the roles and importance of promotion in achievement of organisation objectives;
- demonstrate an ability to plan, implement and valuate promotion campaigns;
- demonstrate an understanding of the nature and relationships of advertising, publicity, with the other elements of the marketing mix, personal selling and sales promotion;
• demonstrate an understanding of the creative and innovative process in marketing.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Promotional Foundation</td>
<td>10.00</td>
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<tr>
<td>2. Perspectives on Consumer Behaviour</td>
<td>5.00</td>
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<tr>
<td>3. Analysis the Communications Process</td>
<td>10.00</td>
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<tr>
<td>4. Promotional Objectives Budgeting</td>
<td>10.00</td>
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<td>5. Source Message &amp; Channel Factors</td>
<td>10.00</td>
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<td>6. Creative Strategy &amp; Development</td>
<td>10.00</td>
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<td>7. Media Planning</td>
<td>10.00</td>
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<td>8. Media Evaluation</td>
<td>10.00</td>
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<td>9. Promotional Mix Elements</td>
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<td>10. Promotional Evaluation</td>
<td>5.00</td>
</tr>
<tr>
<td>11. Special Topics &amp; Perspectives</td>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


**REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


Your texts from Introductory Marketing and Consumer Behaviour.


STUDENT WORKLOAD REQUIREMENTS

ACTIVITY                      HOURS
Directed Study                50
Private Study                 65
Report Writing                50

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>PRESENTATION SCRIPT &amp; AIDS</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>WRITTEN REPORT, 3,000 WDS</td>
<td>30.00</td>
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<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
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<td>END S1</td>
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NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

1. To obtain a passing mark in this course students must normally obtain a passing mark for the assignments in aggregate; and obtain a passing mark for the final examination. Further information regarding assessment of the course may be found in the Introductory Book.
2. The due date for an assignment is the date by which a student must dispatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of dispatch.
3. Students may apply for an assignment extension either by application through DEC before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Course Coordinator. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an {unforeseen} and an {uncontrollable} extenuating circumstance caused the delay, for example, unusual
and unpredictable work or family commitments. If this statement and documentation
does not show that unforeseen and uncontrollable extenuating circumstance were
present for the days claimed, then the normal reduction in marks for a late
assignment of 20 percent per day, will apply. Extensions beyond one week will
not be allowed unless express permission is obtained from the Course Leader
{before the date that the assignment is due}. Extensions beyond one week are
extremely rare because model answers may start to be distributed to students after
one week. The Course Leader shall consider all documentary evidence (including
statement from a doctor, employer, counsellor or independent member of the
community as appropriate) accompanying an application for extension and decide
on the outcome. In the case of {an application for extension for medical reasons},
the documentation should include a statement from a doctor stating: - the date the
medical condition began or changed; - how the condition affected the student's
ability to study; - when it became apparent that the student could not submit the
assignment. In the case if {an application for extension for family/personal reasons},
the documentation should include a statement from a doctor, counsellor or
independent member of the community stating: - the date the student's personal
circumstances began or changed; - how the circumstances affected the student's
ability to complete the assignment; - when it became apparent that the student
could not complete the assignment. In the case of {an application for extension for
employment-related reasons}, the documentation should include a statement from
the student's employer stating: - the date the student's employment began or the
conditions of employment changed; - how this prevents the student from completing
the assignment

4 Students must retain a copy of all assignments, which must be provided if/when
required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number
of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the
assignment. The word count is the number of words in the body of the assignment
report and does not include the title, executive summary, list of references or
appendices. To grade an assignment a marker does not need to read more words
than the word limit of the assignment.