Description: Promotion Management

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<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>10187</td>
<td>1, 2002</td>
<td>ONC</td>
<td>1.00</td>
<td>WIBAY</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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<td>3. Analysis the Communications Process</td>
<td>10.00</td>
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<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>
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<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
---|---
Lectures | 30
Private Study | 55
Report Writing | 50
Tutorial | 30

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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<tr>
<td>PRESENTATION</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>
<td>30.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>2 HOUR END OF SEMESTER EXAMINA</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</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 be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the course. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. 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. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: 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. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of 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 extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: 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. In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

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

4 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.

5 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.