

DEREE COLLEGE SYLLABUS FOR: MK 4245 PROMOTIONS, EVENTS AND EXPERIENCES	
(Updated Fall 2021)	
UK LEVEL 6 UK CREDITS: 15 US credits 3/0/3	
PREREQUISITES:	MK 2030 Introduction to Marketing or MK 2030 Fundamentals of Marketing MK 3135 Marketing Communications
CATALOG DESCRIPTION:	Promotions and activation campaigns. Events and Exhibitions. Experiential Marketing Communications. Non-traditional promotional tools. Touchpoints for consumer-brand interactions. Engagement and brand advocacy. Ethical issues.
RATIONALE:	Contemporary marketing communications mixes include an increasingly diverse array of activities. Sales promotions activities, events and other alternative forms of marketing communications (such as: pop-up brand stores, product launches, contests, street shows, brand placements, branded entertainment, viral marketing) have been growing in importance and are often supported by other activities aiming at activation (direct marketing, digital marketing). In parallel, there is a well-documented shift in theory and practice from the permanence of product ownership to the ephemerality of lived experiences. As a result, the notion of experiential marketing is gaining traction in an era when brands vie for a memorable, lasting imprint on consumer memory and seek to increase engagement. Understanding the principles underlying these forms of marketing communications and knowing how to apply them to meet specific marketing communications objectives while appreciating ethical issues, is of vital importance to future marketing professionals.
LEARNING OUTCOMES:	As a result of taking this module the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of sales promotions, events and experiences and the diverse array of traditional and alternative tools/ activities. 2. Evaluate different promotional tools and explain how they can achieve specific objectives. 3. Evaluate ethical issues concerning the protection of consumers in the context of promotional activities. 4. Analyze consumer journeys and propose communication activities to engage consumers and stimulate action.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class lectures, discussions of cases and problems. ➤ In-class critical discussion of ethical issues. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project.

	<ul style="list-style-type: none"> ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources 								
<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="625 352 1369 646"> <tr> <td data-bbox="625 352 1190 449">Mid-term examination (1 hour) Essay-type questions</td> <td data-bbox="1190 352 1369 449" style="text-align: center;">40%</td> </tr> <tr> <td data-bbox="625 449 1190 646">Individual Project (2.400 – 2.500 words): Written report. On the basis of a brief, students will propose a mix of original and creative promotional activities to achieve specific objectives.</td> <td data-bbox="1190 449 1369 646" style="text-align: center;">60%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="625 709 1369 879"> <tr> <td data-bbox="625 709 963 779">Practice Questions</td> <td data-bbox="963 709 1369 779">Practice Exam Questions</td> </tr> <tr> <td data-bbox="625 779 963 879">Interim evaluation of projects (drafts).</td> <td data-bbox="963 779 1369 879">Interim evaluations of the Project to discuss and assess progress</td> </tr> </table> <p>The formative course work aims to prepare students for the examination and the project respectively. The midterm examination tests Learning Outcomes 1, 3. The individual project tests Learning Outcomes 1, 2, 4.</p> <p>Students are required to resit failed assessments in this module.</p>	Mid-term examination (1 hour) Essay-type questions	40%	Individual Project (2.400 – 2.500 words): Written report. On the basis of a brief, students will propose a mix of original and creative promotional activities to achieve specific objectives.	60%	Practice Questions	Practice Exam Questions	Interim evaluation of projects (drafts).	Interim evaluations of the Project to discuss and assess progress
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<p>INDICATIVE READING:</p>	<p>REQUIRED READING: Clow, K., & Baack, D. (2018). <i>Integrated Advertising, Promotion and Marketing Communications Global Edition</i>. Pearson.</p> <p>RECOMMENDED READING: Batat, W. (2019). <i>Experiential Marketing: Consumer Behavior, Customer Experience and the 7Es</i>. Routledge.</p> <p>Eagle, L., Dahl, S., De Pelsmacker, P., & Taylor, C. R. (Eds.). (2020). <i>The SAGE Handbook of Marketing Ethics</i>. SAGE Publications.</p> <p>Fill, C., & Turnbull, D. S. (2019). <i>Marketing Communications: Touchpoints, Sharing and Disruption</i>. Pearson.</p> <p>Jung, J., Yu, J., Seo, Y., & Ko, E. (2021). Consumer experiences of virtual reality: Insights from VR luxury brand fashion shows. <i>Journal of Business Research</i>, 130, 517–524.</p> <p>Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. <i>Journal of the Academy of Marketing Science</i>, 45(2), 135-155.</p> <p>Mirbagheri, S., & Najmi, M. (2019). Consumers' engagement with</p>								

	<p>social media activation campaigns: Construct conceptualization and scale development. <i>Psychology & Marketing</i>, 36(4), 376-394.</p> <p>Moraes, C., Kerrigan, F., & McCann, R. (2019). Positive Shock: A Consumer Ethical Judgement Perspective. <i>Journal of Business Ethics</i>, 165(4), 1-17.</p> <p>Pina, R., & Dias, Á. (2021). The influence of brand experiences on consumer-based brand equity. <i>Journal of Brand Management</i>, 28(2), 99–115.</p> <p>Pratap, S., Gupta, A., Mateen, A., & Mahto, K. (2016). Playing games, receiving gifts, creating experiences and building brands. <i>Marketing Intelligence & Planning</i>. 34(4), 486-503.</p> <p>Reic, I. (2016). <i>Events marketing management: A consumer perspective</i>. Routledge/ Taylor & Francis.</p> <p>Robertson, T. S., Gatignon, H., & Cesareo, L. (2018). Pop-ups, ephemerality, and consumer experience: The centrality of buzz. <i>Journal of the Association for Consumer Research</i>, 3(3), 425-439.</p> <p>Smith, K., & Hanover, D. (2016). <i>Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands</i>. John Wiley & Sons.</p> <p>Spence, C., Puccinelli, N. M., Grewal, D., & Roggeveen, A. L. (2014). Store atmospherics: A multisensory perspective. <i>Psychology & Marketing</i>, 31(7), 472-488.</p> <p>Zarantonello, L., & Schmitt, B. H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. <i>International journal of advertising</i>, 32(2), 255-280.</p>
<p>INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i></p>	<p>N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, Powerpoint.</p>
<p>WWW RESOURCES:</p>	<p>www.ama.org www.ana.net www.anec.eu www.beuc.eu www.canneslions.com www.eede.gr www.ekpizo.gr</p>

	<p>www.elam.gr www.emac-online.org www.eventmarketer.com www.tacd.org/ www.theipm.org.uk</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. The evolving landscape of Marketing Communications (MC): Traditional and non-traditional MC elements/ Touchpoints 2. Touchpoints: <ul style="list-style-type: none"> ○ Sales Promotions: Methods and Techniques ○ Store atmospherics and sensory experiences, Pop-Up Stores, Packaging as communication ○ Word-of-Mouth Communications, Buzz and Viral Marketing ○ Brand Placement – Branded entertainment ○ Events, shows and exhibitions ○ Direct marketing and addressable media 3. Ethical Issues in Promotions: data privacy, consumer protection, consumerism and ethics 4. Message Customization and Targeting using data 5. Consumers and Experiences: Principles of Experiential Marketing and communications 6. The Customer Journey, Engagement and the role of Promotions, Events and Experiences in achieving specific communications objectives 7. Crafting engaging messages and designing impactful experiences