

DEREE COLLEGE SYLLABUS FOR: :		US credits 3/0/3
MK 4345 Promotions and Digital Activation		UK LEVEL 6
		UK CREDITS: 15
PREREQUISITES:	MK 2030 Fundamentals of Marketing or MK 2050 Principles of Marketing MK 3131 Building Marketing Value Proposition MK 3135 Marketing Communications	
CATALOG DESCRIPTION:	Techniques, strategies and applications involved in promotion through traditional and digital channels. The scope of promotion targeted towards consumers and trade, planning and managing promotional programs, measuring results and performance.	
RATIONALE:	<p>For any product, new or established, attracting consumer attention, preference, and loyalty is becoming an increasingly difficult task to achieve.</p> <p>In addition, the new digital technologies have disrupted communication channels and created challenges for marketing shifting a change of control of the brand from the company to the consumer. Understanding the discipline multi-channel digital promotions as well as mastering its techniques and knowing how to apply them to meet specific marketing objectives, is of vital importance to students who will be responsible for managing brand successfully</p>	
LEARNING OUTCOMES:	<p>As a result of taking this module the student should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of the specialized area of promotion, including the full array of available sales promotion tools, strategy development, use of media and development of creative proposals. 2. Explain and evaluate the role of digital activation (including on line, web, mobile and social media) in the sales promotional mix. 3. Identify and evaluate ethical issues concerning the protection of consumers in the real and the digital marketing promotional channels 4. Analyze social media opportunities and evaluate their role in the sales promotional mix. 	

METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Class lectures, discussions of cases and problems that stress and digital activation strategies and tactics. • In-class practical exercises and group activities to critically discuss ethical issues when managing promotions in traditional and digital channels. • 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. • Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources 								
ASSESSMENT:	<p>Summative:</p> <table border="1"> <tr> <td>Mid-term examination (1 hour) Essay-type questions</td><td>40</td></tr> <tr> <td>Project (2.400 – 2.500 words) Create a promotion plan with a digital activation channel component plan</td><td>60</td></tr> </table> <p>Formative:</p> <table border="1"> <tr> <td>Course Work</td><td>Diagnostic tests, interim evaluations (2) of the promotion plan to discuss and asses progress</td></tr> <tr> <td>Presentation</td><td>Power point presentation of the promotion plan</td></tr> </table> <p>The formative course work aims to prepare students for the examination. The summative project tests Learning Outcomes 2, 4. The final examination tests Learning Outcomes 1, 3.</p>	Mid-term examination (1 hour) Essay-type questions	40	Project (2.400 – 2.500 words) Create a promotion plan with a digital activation channel component plan	60	Course Work	Diagnostic tests, interim evaluations (2) of the promotion plan to discuss and asses progress	Presentation	Power point presentation of the promotion plan
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INDICATIVE READING:	<p>REQUIRED READING:</p> <p>BELCH, G. and BELCH, A. (2001) <i>Advertising and Promotion:</i></p>								

	<p><i>An Integrated Marketing Communication Perspective</i>. Boston, Mass; London: McGraw-Hill/Irwin.</p> <p>RECOMMENDED READING:</p> <p>SHIMP, T. A., (2003) Integrated Marketing Communications Advertising and Promotions. Mason, Ohio: Thomson South-Western.</p> <p>HUMPHREY Jr., WILLIAM, F. LAVERIE, D. (2011) Driving frequency with mobile social networks and the mediating effects of price and quota promotions International Journal of Mobile Marketing. Vol. 6, Issue, 6, p. 45-46</p> <p>JONLEE, A and SMITH, D, C. (1996) In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products. Journal of Marketing Research. Vol. 33, Issue 2, p.174-187.</p> <p>COOMBS, T. (2006) The Protective Powers of Crisis Response Strategies: Managing Reputational Assets: During a Crisis. Journal of Promotion Management, Vol. 12, Issue 3-4.</p> <p>Journal of Promotional Management</p> <p>Harvard Business Review Blog</p> <p>International Journal of Mobile Marketing</p>
COMMUNICATION REQUIREMENTS:	Case analysis and term project submitted using Word. Verbal case presentation using appropriate terminology
SOFTWARE REQUIREMENTS:	Word, Excel Powerpoint
WWW RESOURCES:	<p>www.eede.gr (Hellenic Management Association)</p> <p>www.ekpizo.gr (Consumer Association)</p> <p>www.edee.gr (Association of Greek Advertising and Communication Agencies)</p>

	<p>www.dpa.gr (Hellenic Data Protection Agency) www.isp.org.uk (British Institute of Sales Promotion)</p> <p>www.theipm.org.uk/ (The Institute of Promotional Marketing)</p> <p>www.bpma.co.uk/ (The British Promotional Merchandising Association)</p>
INDICATIVE CONTENT:	<p>The Role of Promotions in Marketing</p> <ul style="list-style-type: none"> • Marketing strategy • Strategic promotions • Tactical promotions • Planning a promotion • Targeting • The modern media landscape • Shopper marketing • What's next for promotional marketing? <p>The Basic Promotion Techniques</p> <ul style="list-style-type: none"> • Sampling • Coupons • Discounts and rebates • Contests and sweepstakes • Premiums and self-liquidating premiums • Refunds • Continuity programs • Trade offers <p>Traditional Channels</p> <ul style="list-style-type: none"> • Mass media (newspapers, magazines, inserts, radio, TV)

	<ul style="list-style-type: none">• Selective media (direct mail, door-to-door, e-media, in-store, on-pack etc) <p>Digital, Social Media and Experiential Channels</p> <ul style="list-style-type: none">• Digital Channel – Introduction• Web Based Promotions• Mobile Based Promotions• Experiential Promotional Marketing <p>Managing the Promotion</p> <ul style="list-style-type: none">• Briefing and evaluating responses to the brief• Managing relationships• Managing costs and budge• Maximising visibility in-store• Ethical considerations
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