

### **Sales & Promotion Strategies**

University of Missouri Kansas City Henry W. Bloch School of Business and Public Administration

#### **Course specifics:**

MKT # 418 Spring 2010 Sales & Promotion Strategies LEC 15514 Tuesday & Thursdays 2:00-3:15 Room # 2 Text: Advertising and Promotion 8<sup>th</sup> Ed. By George Belch & Michael Belch

ISBN: 978-0-07-338109-1

Text web site: www.mhhe.com/belch8e

#### **Instructor information:**

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E-Mail: gonsherp@umkc.edu

### **Course description:**

This sales and promotion strategies course is designed to introduce you to the connection between customers and their media exposure from companies. How do organizations persuade consumers to buy products and services? The delivery mechanism is as important as the strategy. You will be introduced to the tactics and methods that organizations use including promotion, advertising and sales. The course is designed to educate with an emphasis on the marketing mix with some emphasis on the fourth "P" promotion. The emphasis in this course will be on the role of the promotional mix elements in the integrated marketing communications program of an organization. The development of a cohesive marketing communications program requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various tools used in contemporary marketing including, personal selling, direct marketing, Internet and interactive marketing, advertising sales promotion, publicity and public relations. We will

examine the process how marketing communications programs are planned, developed and executed as wells as the various factors and considerations that influence this process. We will also discuss the environment in which promotion takes place in the various regulatory, social and economic factors that affect an organizations customer communication.

Students will be introduced to the full range of concepts associated with connecting to the customer through sales and promotion. This will include topics such as advertising, media selection, public relations, and agency management, packaging and sales promotion. Information will be framed and presented from the perspective of a marketing professional. Students will be given the opportunity to develop the basic skills in the final project for the semester. This course involves intensive investigation of underlying ideas, principles, and concepts that may be used to inform consumers of the availability and attributes of products and services. The course includes a comprehensive overview of promotional and sales management activities and tactics. Advertising will be given consideration and emphasis as a part of our social system and as a tool of business. As a consequence, this course will begin by examining a number of theories and models from advertising, sales promotion, public relations, and personal selling for domestic and international markets using an integrated marketing communication perspective. We will also discuss the planning, implementation, and evaluation of advertising and promotional programs

During this semester you will spend time enhancing your creative abilities. In this era of global competition and me-too products and services, successful managers have to look at their markets differently and find new opportunities, not to mention creative solutions to problems. Creativity is especially important in the promotional arena. Therefore, while studying models and theories will help to ground you, you will also be challenged to move out of your comfort zone to take risks and try something new. You will have to look at markets differently and find new opportunities, not to mention creative solutions to problems. Creativity is especially important in the promotional arena. Students receive exposure to the planning, implementation, and evaluation of various revenue-generating and promotional strategies.

Prerequisite: MKT 324 or BUS-ADM 324

## **Course objective:**

- Upon successful completion of this course, the student will be able to familiarize themselves with the field of promotional management and sales.
- Understand concepts, methods, and effects of different promotional techniques.
- Summarize the managerial, social, legal, and ethical considerations involved in the promotional planning process.
- Define a critical orientation toward advertising and other forms of promotion
- Select the basic role, processes, and purpose of strategic promotion management.
- Describe concepts of segmentation, targeting, and positioning as they relate to promotion management.
- Identify the role of ongoing market research in promotion management.

- Name the psychological, social, and situational issues affecting buyer response to source, message, and channels.
- Recall the role of promotion planning, implementation, and control as they relate to the implementation of advertising campaigns.

## **Teaching philosophy:**

It is my intention to introduce the students to the concepts of the promotional mix and sales in a practical manner with connections to consumerism in the real market place. The student is the customer, and it is my intention to insure that the customer gets value out of the class. To that end I am available by E-mail, phone or student meetings to encourage students to bring issues to the forefront so that we can discuss and resolve any concerns the student might have in completing the course successfully.

#### **Course format:**

The instructor will use a combination of **any or all** of the following instructional methods lecture, discussion, student case analysis, student presentations, and projects. Videos dealing with various business related topics which "bring to life" some of those topics covered in the textbook will be included.

### **Teaching method:**

Class participation in a comfortable and relaxed atmosphere will be used to facilitate free thinking and interactive dialogue. The purpose of this method is to have students bring real world experiences from the work place, as well as our experiences in consumerism into the discussion.

## Out of class assignments

Expect to have a minimum of 4 out of class assignments. The expectations of the assignments will be reviewed in class. The purposes of the assignments are to offer you the experience of researching your responses to the question or case. You will be required to read the chapter, and then comment in a written typed 3 page document (double spaced) on the specific questions that are asked. There is no right or wrong response. You are expected to use the internet, (**Not Wikipedia**) or any other available resource to assist you in formulating your response. We will start each class with a class discussion on your findings and conclusions. Preparation for discussion with your fellow students enhances the learning process. Many of the assignments will be designed to fit into the final project that is due at the end of the semester. There will be points assigned to work completed and turned in on time. I will **not accept late assignments or assignments e-mailed**. I fully expect that the assignments will be written using appropriate marketing language and using correct grammar and use of spell check.

#### **Articles:**

Periodically I will distribute articles for student review. These articles will connect with the chapters we will be discussing per the schedule. The purpose of the articles are to bring to life real world marketing situations that are happening around us right now. The article will be used to show how marketing situations are relevant to our economic and business practices in corporations today.

### **Class Participation:**

Class participation is an attempt to account for each student's contribution to the class. A high level of participation means that you are well-prepared, add value to class discussions, listen carefully to others' contributions, and ask appropriate questions (without monopolizing class time or sidetracking discussion from the issues under

discussion). Quality of preparation and participation, not quantity, is the relevant issue. You may be asked to serve as a discussion leader for specific assigned articles. As a discussion leader, you must lead the seminar participants in a critical analysis, evaluation and integration of the papers. You should prepare a short written handout for distribution to the participants. (This handout should <u>not</u> be a summary of the articles or an overview. It should selectively focus on key issues.)

Your class participation score will be assigned depending on the accuracy of the information you provide in class discussion, whether your contributions are well-supported, whether they are timely and add to our understanding of the issues under discussion, and whether they are novel (as opposed to rehashing case facts or earlier discussion), as well as your performance as discussion leader.

## **Grading and evaluation:**

Media/Sales Plan100pointsExams2 X 100 points each200pointsOut of class cases25 points 4X25100points

Class participation and attendance

Check for understanding

# **Grading scale:**

- 90% of point A
- 80% of points B
- 70% of points C
- 60% of points D
- 50% of points F
- Final grade will be based on the percentage of total points achieved in the class.

#### **Attendance and promptness:**

Students are expected to attend every class and not come into the class late, or leave early. In the final analysis the student participation along with class attendance is taken into consideration. For each **three classes missed or arrivals** late you can assume your grade will drop one letter grade. Active class participation enhances the learning process, and the dialog between instructor and students, and student to student will draw out the interactive dialogue on the text chapters, or lessons of the day. To assist the student in the learning process at the beginning of many of the classes a question will be asked and taken directly from the assigned reading of the day. You will have ten minutes to write your response on a sheet of paper and pass forward. The questions will be graded, and scores will apply to final available points.

### **Cell Phones/Texting:**

Please turn off cell phones and do not text message while in the class. If inappropriate phone usage occurs I will ask you to leave the class room. **PLEASE NO TEXTING!** If you should use a laptop for note taking in class focus should be on class discussion and lecture.

#### Final Paper:

The final paper assignment for Sales and Promotion Strategies requires you to develop a Media/Sales plan for an existing product/service. Focus on a current product or service that an existing company offers. Your objective is to create a **different and unique** Media/sales plan than the current strategy that the company is using.

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Following the requirements described below, your plan should have 1-2 year horizon, with emphasis on marketing strategy and how the media structure will be developed for the upcoming year.

### **Requirements:**

## Successful competition of this assignment includes:

Submission of a Media/Sales Plan (Final paper) for a product or service on last day of class.

Your plan should be 15 pages in length (typed single-spaced) and include any relevant charts, tables or figures that support and or summarize the text. Any lengthy market research information, industry analysis, marketing communications, competitor assessments, should be provided as an appendix to your plan. You must also include a list of sources used in developing your plan as an appendix, but do not footnote them in the body of the plan. In addition to discussing the plan components, your plan must include a final narrative on why you think the plan will be successful. This is your opportunity to critically reflect on your research and analysis and comment on the recommended course of action for your media and sales plan.

### **Plan Components:**

# Week 6 you will submit an executive summary of the nature of your term media plan. This document will lock you into the product or service that you intend to research and submit on the last day of class

In developing your plan, you should draw upon the topics and tools described in the textbooks and utilized in classroom activities. A list of the key areas that should be addressed in your plan to the extent possible will be provided as the class (Also posted on Blackboard) introduces elements of the typical plan. This list should be considered a working topical outline, and it is your responsibility to provide a thorough assessment of each area in your final paper.

#### **Course schedule:**

| Week      | Date | <b>Text Reading Schedule</b> |                                  |
|-----------|------|------------------------------|----------------------------------|
| Class # 1 | 1/12 | Chapter # 1                  | Introduction to Integrated       |
|           |      |                              | Marketing Communications         |
| Class # 2 | 1/14 | Chapter # 1                  |                                  |
| Class # 3 | 1/19 | Chapter # 2                  | The Role of IMC in the Marketing |
|           |      |                              | Process                          |
|           |      |                              | Market Segmentation and          |
|           |      |                              | Positioning                      |
| Class # 4 | 1/21 | Chapter # 2                  |                                  |
| Class # 5 | 1/26 | Chapter # 3                  | Organizing for Advertising and   |
|           |      |                              | Promotion: The Role of           |
|           |      |                              | Advertising Agencies and Other   |
|           |      |                              | Marketing Communication          |
|           |      |                              | Organizations                    |
| Class # 6 | 1/28 | Chapter # 3                  |                                  |

| C1 ".7      | 2 /2  |              |                                       |
|-------------|-------|--------------|---------------------------------------|
| Class # 7   | 2/2   | Chapter # 4  | Perspectives on Consumer              |
|             |       |              | Behavior: Implications for            |
|             |       |              | Integrated Marketing                  |
|             |       |              | Communications                        |
| Class # 8   | 2/4   | Chapter # 4  | Case # 1                              |
|             |       |              | Mazda-Positioning a product line      |
|             |       |              |                                       |
| Class # 9   | 2/9   | Chapter # 5  | The Communications Process and        |
| 010000 9    |       | Chapter in c | Models of                             |
|             |       |              | Communications Effects                |
| Class # 10  | 2/11  | Chapter # 5  | Communications Effects                |
| Class # 11  | 2/11  | Chapter ii 3 | Test # 1                              |
| Class # 12  | 92/18 | Chapter # 6  |                                       |
| Class # 12  | 92/18 | Chapter # 6  | Communications Theory: Source,        |
|             |       |              | Message and Channel                   |
|             |       |              | 3.6.31                                |
|             |       |              | Media plan executive summary          |
|             |       |              | due                                   |
|             |       |              | C                                     |
|             |       |              | Case # 2                              |
|             |       |              | Chicken of the Sea International      |
| Class # 13  | 2/23  | Chapter # 7  | Establishing Objectives for the IMC   |
|             |       |              | Program                               |
|             |       |              | Budgeting for Advertising and         |
|             |       |              | Promotion                             |
|             |       | Chapter 18   | The Role of Personal Selling in the   |
|             |       |              | IMC Program                           |
| Class # 14  | 2/25  | Chapter # 7  |                                       |
| Class # 15  | 3/2   | Chapter # 8  |                                       |
|             |       | 1            | Creative Strategy: Planning and       |
|             |       |              | Development                           |
| Class # 16  | 3/4   | Chapter # 8  | Case # 3                              |
| Class II 10 | 3/ 1  | Chapter ii o | IBM                                   |
| Class # 17  | 3/9   | Chapter # 9  | Creative Strategy: Implementation     |
| Class II 17 | 3/ /  | Chapter ii y | ad Evaluation                         |
| Class # 18  | 3/11  | Chapter # 9  | ad Evaluation                         |
| Class # 19  | 3/11  | Chapter #10  | Madia Planning and Stratage           |
|             |       |              | Media Planning and Strategy  Case # 4 |
| Class # 20  | 3/18  | Chapter # 10 |                                       |
| C1 " 21     | 2/22  |              | Gateway                               |
| Class # 21  | 3/23  |              | Test # 2                              |
| Class # 22  | 3/25  | Chapter # 11 | Evaluation of Broadcast Media:        |
|             |       |              | Television and Radio                  |
| Class # 23  | 3/30  |              | Spring Break                          |
| Class # 24  | 4/1   |              | Spring Break                          |
| Class # 25  | 4/6   | Chapter # 12 | Evaluation of Print Media:            |
|             |       | _            | Magazines and Newspaper               |
|             |       |              | Case # 4                              |
|             |       |              | Cube II                               |

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|            |      |              | XM Satellite Radio                 |
|------------|------|--------------|------------------------------------|
| Class # 26 | 4/8  | Chapter # 12 |                                    |
| Class # 27 | 4/13 | Chapter # 13 | Support Media                      |
| Class # 28 | 4/15 | Chapter # 13 |                                    |
|            |      | Chapter # 19 | Measuring the Effectiveness of the |
|            |      |              | Promotional Program                |
| Class # 29 | 4/20 | Chapter # 14 | Direct Marketing                   |
| Class # 30 | 4/22 | Chapter # 14 |                                    |
| Class # 31 | 4/27 | Chapter # 15 | The Internet and Interactive Media |
| Class # 32 | 4/29 | Chapter # 15 | Last day of classes                |
| Class # 33 | 5/6  | 10:30-12:30  | Final Media/Sales Plan due         |

## **General operating policies:**

- Class attendance is required?
- Class tardiness is not acceptable
- Class participation is a requirement to successfully complete the class
- There will not be any extra credit offered.
- Inclement weather policy—Cancellation of classes because of inclement weather is determined by UMKC central administration. Students should consult the UMKC website should threatening weather conditions exist.
- Blackboard will be used for communication of class announcements, handout distribution, assignments and will be used for posting grades

### **Academic honesty:**

A student enrolling in any UMKC course is expected to exhibit high standards of academic honesty. In the case of academic misconduct, I will assess the affected work and report the incident to Bloch School administration according to the guidelines printed in the University catalog. See student conduct policies at:

http://www.umkc.edu/umkc/catalog/html/append/policy/0020.htmlCheating and plagiarism will not be tolerated. All exams are closed book closed notes, and are to be taken without help or assistance. Persons observed cheating on tests will receive a grade of zero for the exam. Similarly, plagiarism of assignments, projects, and papers is unacceptable, and a grade of zero will be assigned on any such item where plagiarism has been detected.

UMKC currently has a licensing agreement with Turnitin.com, a provider of powerful software that is extremely helpful in detecting plagiarism.

#### **Disclaimer statement:**

Time and schedule considerations may prompt modifications of this syllabus (deletion of assignments/topics, modification of examination dates, etc.). The instructor will explain any changes; however, it is the student's responsibility to keep up with any modifications that are made throughout the semester.

#### Course withdrawal:

All course withdrawals must be initiated in the Bloch School Student Services Office, room 115, and completed through the Registration Center in the UMKC Administrative Center. Students intending to withdraw from the course after the eighth week of class (fourth week in the summer session) are required to obtain a signature of both the instructor and an academic advisor before the course withdrawal is official. *Telling the* 

instructor that you intend to withdraw from the course or ceasing to attend class does not constitute an official withdrawal. The academic calendar in the class schedule/registration guide lists the official withdrawal dates.

# Available support services:

The University and the Bloch School offer several support services. These include the Bloch School Computer Lab, the Bloch School Tutoring Center, the UMKC Writing Lab, and the Office of Disabled Student Services. Possible syllabus language follows.

- Bloch School Computer Lab: The Bloch School Computer Lab is available for your use. It is located in Bloch 110; the lab's website is: http://www.umkc.edu/is/oa/IS-Lab-Brochure.pdf
- Bloch School Tutoring Center: The Bloch School Tutoring Center is currently equipped to assist students who need help in the following courses: ACTG 210 and 211; BA 325. The Center is located in Bloch 202; operating hours are posted on the room's door.
- UMKC Writing Lab: Students who desire assistance in written assignments may contact the UMKC Writing Lab at 816-235-1146. The Lab is located at 5201 Rockhill Road.
- Office of Disabled Student Services: If you have any questions about a disability or desire accommodation under the Americans with Disability Act, please contact the Office of Disabled Student Services at 816-235-5696. The Office's website can be accessed at: <a href="http://www.umkc.edu/disability/">http://www.umkc.edu/disability/</a>