



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-340	Sales Promotion and Direct Marketing	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ria Nicoletti Morphitou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide the students with a comprehensive understanding of the role of Sales Promotion as a communication tool, the nature of the sales promotion activities as well as the reason for its growth.
- Provide a comprehensive understanding of the concept of Direct Marketing and the tools used for this element under a properly designed Integrated Marketing Communication System

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Describe the nature of Sales Promotion and reasons for its growth.
2. Explain the advantages and disadvantages of sales promotion as well as the benefits that its application can deliver.
3. Identify the nature of the target audience and their motivation to purchase.
4. Explain the models that relate to development of sales promotion
5. Examine the strategic use of sales promotion and to identify its long-term effectiveness
6. Develop a sales promotion plan
7. Identify the advantages and disadvantages of Financial Incentives, Product-Based Incentives and other consumer incentives
8. Identify the role of trade shows, exhibitions, event Marketing and sponsorships
9. Explain the Nature of Direct Marketing and to develop a DM plan and a Marketing Strategy of a company or a brand of their choice

Course Content:

1. Nature of Sales Promotion (Sales Promotion can play a vital role in achieving a variety of marketing Objectives. The scope and compass of SP is explained and its importance in tactical and strategic contribution is also clarified).
2. Value of sales Promotion and reasons for growth (The advantages/disadvantages, the benefits that the application of sales promotion can ensure as well as the reason for growth of SP nowadays are explained)
3. Developing the theory of Sales promotion (The communication process, the product life cycle, the stimulus response rate and the AIDA model are analysed)
4. The strategic dimensions of sales promotion (The short-term approach towards sales promotion, the push vs. pull strategies and the long term effectiveness of SP are explained in this chapter)
5. Developing the sales promotion plan (The steps to develop the plan, to implement the program, to evaluate it and to select promotional agencies are analysed)
6. Consumer Promotions-Financial Incentives ("Reduced price offers" strategy is explained along with its advantages and disadvantages)
7. Consumer Promotions-Product based offers (Bonus packs, product sampling, free gifts and other non-monetary promotions are analysed)
8. Consumer promotions-Other consumer promotions (Free mails-inns, self-liquidating offers, contests, competitions, character merchandising and sales promotion advertising policies are explained)
9. Trade shows, event management, sponsorship and cause related activities (All decisions in adopting or not the above-mentioned policies are analyzed in terms of the benefits they provide to the company that adopts them)
10. Nature of Direct Marketing (Technical definition of Direct Marketing, types and benefits of DM are analyzed)
11. Planning Direct Marketing (Topics like: The Planning process, situation analysis, setting business objectives and direct marketing objectives are covered in this chapter)
12. Direct Marketing Implementation and Control (Topics like: Market segmentation and research, data acquisition and development, designing and implementing the campaign and control measures are covered in this chapter)

Learning Activities and Teaching Methods:

Lectures, videos, in class exercises & Class participation

Assessment Methods:

Final-Exam, Project, Presentations, Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work	Mullen Roddy	Philadelphia : Kogan Page Limited,	2014	0749460059 e book
Contemporary Direct and Interactive Marketing, 3rd ed.	Lisa Spiller & Martin Baier	Racom Communication	2012	9781933199375 e book

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Sales Promotion	Yeshin Tony	South Western	2006	9781844801619