



University of Nicosia, Cyprus

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| Course Code MKTG-340 | Course Title Sales Promotion and Direct Marketing | ECTS Credits 6 |
| Department Marketing | Semester Fall, Spring | Prerequisites MKTG-291 |
| Type of Course Major Requirement for the Marketing Programme & Elective for all other Business Programmes | Field Marketing | Language of Instruction English |
| Level of Course 1 st Cycle | Year of Study 3th or 4th | Lecturer Dr Marlen Demetriou |
| Mode of Delivery face-to-face | Work Placement N/A | Co-requisites None |
| Recommended Optional Programme Components: N/A | | |

Objectives of the Course:

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.

Learning Outcomes:

- After completion of the course students are expected to be able to:
1. To analyze the nature of Sales Promotion and reasons for its growth.
(Students will be explained the context of sales promotion and the issues relating to the market place. They will also be explained the nature of the marketplace, the audience and the branding).
 2. To explain the advantages and disadvantages of sales promotion as well as the benefits that its application can deliver.
(Students will be explained how to identify the advantages of sales promotion, as well as the criticism on it and the negative impact it can have to the businesses if not properly designed)
 3. To assess the nature of the target audience and their motivation to purchase.
(Students will learn how to segment their market, target their audience and plan their Sales Promotion strategy to motivate their target group to purchase)
 4. To criticize the models that relate to the development of sales promotion
(Students will be analytically explained all steps of the Communication Process, the models for Promotional analysis, the impacts of the product life cycle and the consumer-propensity-to-purchase deals).
 5. To assess the strategic use of sales promotion and to identify its long-term effectiveness.
(Students will learn why Sales promotion offers manufacturers a series of benefits that few other forms of marketing communications can deliver, as well and why SP enables small

- businesses to compete with major brands)
6. To develop a sales promotion plan
(Students will learn to consider the dimensions of the sales promotion planning process and to examine methods of determining the sales promotion budget)
 7. To analyze the advantages and disadvantages of Financial Incentives, Product-Based Incentives and other consumer incentives
(Students will learn how to appreciate the range of Financial, Product based and other Consumer incentives. They will also learn to examine the advantages and disadvantages of each incentive and to consider the role of sampling activities)
 8. To assess the role of trade shows, exhibitions, event Marketing and sponsorships
(Students will learn how to critically analyzed the role of the trade shows, event Marketing and Sponsorships and at the same time to examine the advantages and disadvantages of the above sales promotion methods)
 9. To analyze the Nature of Direct Marketing and develop a DM plan
(students will be introduced to the concept of Direct Marketing , tools in hands of Marketers to effectively appeal to their target groups and they will be guided to propose and design a Direct Marketing Plan)
 10. To prepare a 4,000-5,000 word project on the Sales Promotion Strategy and/or Direct Marketing Strategy of a company or a brand of their choice.
(students will be asked to prepare a project based on the knowledge and expertise they have gained throughout the semester from the syllabus covered and the in-class projects assigned to them)

Course Contents:

- 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 analyzed)
- 4. The strategic dimensions of sales promotion**
(The short-term approach towards sales promotion, the push vs. pull strategies and the and the long term effectiveness of SP are explained in this chapter)
- 5. Developing the sales promotion plan**
(Are steps to develop the plan, to implement the program, to evaluate it and to select promotional agencies are analyzed)
- 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 analyzed)
- 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, Discussions with class participation and group projects.

Assessment Methods:

Project, Mid-Term Test, Final Exam, Class Participation.

Required Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|--------------|--|---------------|------|-------------------|
| Yeshin, Tony | <i>Sales Promotion</i> , 1 st Edition | South-Western | 2006 | 978-1-84480-161-9 |

Recommended Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|---------------------------------------|---|---------------|------|---------------|
| Evans,M., O'Malley,L., & Patterson,M. | <i>Exploring Direct & Customer Relationship Marketing</i> | Thomson | 2004 | 1-86152-901-5 |
| Stone,M., Bond.,A.,& blake,E. | <i>The definitive guide to Direct and Interactive marketing</i> | Prentice Hall | 2003 | 0-273-67520-6 |