

BMK 55 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: BMK 55

Title: PROMOTIONS MGT

Full Title: Promotions Management & Marketing Communications

Last Reviewed: 12/10/2001

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.00	17.5	Lecture Scheduled	35.00
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	3.00		Contact DHR	52.50
		Contact Total	5.00		Contact Total	87.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 70.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMK 58.23

Catalog Description:
To gain "real world" field marketing experience, students work with select local and national companies to design and implement an on-campus promotion. Students form an "agency team" and are assigned a working budget to fulfill a custom designed promotion that is entirely their own. Through this course, students earn valuable hands-on experience with recognizable companies. Automobiles, food and beverage, music and film are some of the potential product categories represented.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Schedule of Classes Information:
Description: To gain "real world" field marketing experience, students work with select local and national companies to design and implement an on-campus promotion. Students form an "agency team" and utilize a working budget to fulfill thier own custom designed promotion.

Through this course, students earn valuable hands-on experience with recognizable companies.
(Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

At the end of the course, the students will be able to:

1. identify and compare various techniques for performing market research
2. define campus demographics and measure attitudes and awareness
3. conduct pre-promotion market research, organize the results and interpret the findings
4. design a promotion plan based on the research results, including:
 - a. definition of goals and objectives
 - b. formulation of strategies and tactics
 - c. creation of a promotion timeline
 - d. assembly of a supportive promotion budget
5. present findings and propose final promotional plans to client
6. employ and implement plan
7. measure and examine post-promotion results to assess its overall effectiveness
8. prepare and present final research to client

Topics and Scope:

1. quantitative and qualitative market analysis methods
2. research tools
3. data analysis
4. strategic planning methods
5. writing advertising and promotion copy
6. press releases and publicity

7. event planning
8. presentation and influencing skills
9. post mortem analysis

Assignment:

1. develop research methods and design a questionnaire.
2. write a product launch plan
3. prepare and deliver oral presentations
4. participate in team activities

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Lab reports, Term papers, Market research tools

Writing
10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Field work, Lab reports, design questionnaire and utilize market tools

Problem solving
20 - 40%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Field work, Strategic plan

Skill Demonstrations
35 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Essay

Exams
10 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation

Other Category
5 - 20%

Representative Textbooks and Materials:

PROMOTION AND INTEGRATED MARKETING COMMUNICATION by Richard J. Semenik
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