

Global Learning Semesters

Course Syllabus

Course: MKTG-410 Sales Promotion and Direct Marketing

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-410	Sales Promotion and Direct Marketing	3
Semester Offered	Contact Hours	Prerequisites
Fall Spring Summer	42	MKTG-291
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

The course covers various promotional techniques other than advertising. Emphasis is placed on the various advantages and disadvantages as well as planning and measuring the effectiveness of each method. In addition, the course discusses in brief both direct and relational marketing

Instructor

Ms Tao Papaioannou

Course Aims and Objectives

This course aims at teaching the students about promotional methods like direct or relational marketing sales promotion business to business promotion through practical exercises. It is planned to give students a realistic understanding and ability to implement promotional methods other than advertising.

Teaching Methods

The course is delivered through a mixture of lectures, student discussions and presentations, practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Pop quizzes: 10%
Presentation: 20%
Mid-Term: 20%
Final Exam: 50%

Readings and Resources

Required Textbook

Schultz, Don et al. Sales Promotion Essentials: the 10 Basic Sales Promotional Techniques and How to Use them. McGraw-Hill, 1998

Recommended Reading

Moores, S., (1993). Interpreting Audiences. Sage Publications
Orlik B.P., (1992). The Electronic Media. Allyn & Bacon