PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PROMOTION TECHNIQUES
MKT 2300

Class Hours: 3.0          Credit Hours: 3.0
Laboratory Hours: 0.0      Date Revised: Fall 1998

Note: This course is not designed for transfer credit.

Catalog Course Description:

A study of the application of theory in planning and executing promotion campaigns. Includes designing advertising, coordinating special events, and delivering oral presentations concerning promotional activities.

Entry Level Standards:

Students must be able to read and write at the college level.

Prerequisite: MKT 2280

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction, Public Relations</td>
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<tr>
<td>2</td>
<td>Special Event Projects</td>
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<tr>
<td>3</td>
<td>Special Event Projects/Display</td>
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<td>4</td>
<td>Special Event Projects</td>
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<td>5</td>
<td>Special Event Project/Public Relations</td>
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<tr>
<td>6</td>
<td>Special Event Project/PR, Business-to-Business</td>
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<td>7</td>
<td>Career Week/Regulation, Ethics</td>
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<td>8</td>
<td>Special Event Projects/Ethics</td>
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<tr>
<td>9</td>
<td>Display/Special Event Project</td>
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<tr>
<td>10</td>
<td>Public Relations/Special Event Project</td>
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<tr>
<td>11</td>
<td>Public Relations, Business-to-Business/ Special Event Project</td>
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</tbody>
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II. Course Objectives*:

A. Demonstrate knowledge of sales promotion as a component of the promotion/marketing plan. I, II, VI, VII

B. Explain the purpose and components of public relations and understand how organizations can communicate effectively with their customers and other publics. I, II, VII

C. Demonstrate an understanding of direct mail as a component of the promotion/marketing mix. I, II, VII

D. Plan and produce a promotional or institutional display or campaign based on promotional goals and customer profiles. I, II, III, IV

E. Effectively present the results of a project both verbally and in writing. IV, V

F. Develop increased skill in negotiation and team leadership and/or cooperation. IV, V, VI

G. Understand and consider the ethical issues associated with promotion. I, II, IX

*Roman numerals after course objectives reference goals of the MKT program.

III. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Prepare a promotional plan, including objectives, strategies, tactics, and evaluation. A, B, C, D
2. Write a news release. B, D
3. Describe the planning process and requirements necessary for implementing a special event. B
4. Demonstrate understanding of crisis communications and community relations. B
5. Be able to conduct library research necessary to support oral presentations and print materials on aspects of promotion. A, D, E
6. Make effective group and individual presentations. E
7. Develop an in-house display. D
8. Gain an appreciation of the contribution of display design to the effective communication of product/service benefits. A, D
9. Contribute to the goals of a project team. A, D, E
10. Direct and motivate members of a project team to the successful completion of predetermined and
11. Develop a budget for a group of specified tasks. D

12. Discuss and analyze ethical and regulatory issues associated with promotion and advertising. A, B, G

*Letters after performance expectations reference the course objectives listed above.

**IV. Evaluation:**

A. Testing Procedures:

   At least one exam is suggested.

B. Laboratory Expectations: None

C. Field Work: None

D. Other Evaluation Methods:

   Students will be evaluated on individual and team efforts in special events project, a display project, and other class assignments.

E. Grading Scale:

   92 - 100   A
   89 - 91    B+
   82 - 88    B
   79 - 81    C+
   72 - 78    C
   65 - 71    D
   Below 65   F

**V. Policies:**

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.