

**Course Description**

**Sales Promotion**

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| **Faculty of Business Administration** | | | **Department of Marketing and e-commerce** | |
| Course | Sales Promotion | | Prerequisite: | Principles of Marketing  CBFC106 |
| Credit Hours:3 | Theoretical:2 | Practical:2 | Course Code: | CBME203 |

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| **Description** | |
| The course introduces why, how and when promotion tools operate. It deals with various types of sales promotion strategies and how they are used in different business areas. Moreover, it focuses on different types of promotion techniques. | |
| **Content** | |
| |  |  | | --- | --- | | **Week Lecture** | | | 1 | The Role and Importance of Effective Promotion | | 2 | Effective Promotion Policies | | 3 | Direct Promotion | | 4 | Advertisement | | 5 | Positive and Negative Economic Effects of Advertisement | | **6** | **First Test** | | 7 | Planning Advertisement Program and Calculating its Cost | | 8 | Advertising Message and Influence of Image | | 9 | Elements and Characteristics of Sales Promotion | | 10 | Principles of Product Presentation | | 11 | Purchase Motives | | **12** | **Second Test** | | 13 | Sales Promotion Techniques | | 14 | Methods of Product Promotion Measurements | | 15 | Exhibitions | | **16** | **Final Exam** | | |
| **References** |
| Mullin R., “Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work”, Publisher: Kogan Page, 5th Edition,2010. |