



Course Specifications

Course Title:	Promotion Management
Course Code:	MKT320
Program:	BS Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Prince Sultan University
Academic Year:	20120-2021
Course Instructor:	Nafla Al Hokail
Date:	May 2021

Table of Contents

A. Course Identification.....	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes.....	4
1. Course Description	4
2. Course Main Objective.....	4
3. Course Learning Outcomes	4
C. Course Content	5
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	6
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities.....	6
1.Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 3
4. Pre-requisites for this course (if any): MKT 301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	0	
3	E-learning	43	80%
4	Correspondence	2	20%
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

More and more companies are using an integrated marketing communications (IMC) approach to reach their target audiences. These marketers still utilize traditional mass media advertising to build awareness. They use off-line channels to build awareness and to influence behavior. Students will be able to plan and evaluate marketing communications programs for products and services. Topics covered include the communication process, perspectives on consumer behavior, promotional budgeting, media planning, ethics in marketing, and ways of measuring effectiveness in a campaign. Through hands-on practice and case-based study students will experience how integrated marketing communications unite a brand's message through the science of persuasion and various models for advertising messages in aim to influence the behavior of consumers and their lifestyles.

2. Course Main Objective

The purpose of this course:

1. Identify the role of Integrated Marketing Communication
2. Classify the communication process involved
3. Relate the creative strategies process with real marketing practices
4. Analyze the promotional mix applied in the industry
5. Indicate ability to work in group
6. **Demonstrate presentation skills using technology application**
7. **Students will identify ethical issues and provide solutions in business decision-making contexts.**

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Define concepts and principles of promotion management	PLO 1,3
1.2	Outline and describe Integrated Marketing Communication (IMC) Plan	PLO 1,3
1.3	Describe components of creative strategy	PLO1,3
1.4	Outline major promotional tools and their contextual applications	PLO1,3
2	Skills:	
2.1	Develop, predict and evaluate promotional campaign objectives and results	PLO 1,2,6
2.2	Differentiate steps of Segmentation, Targeting and Positioning (STP) and compare advantages and disadvantages of promotional mix	PLO 1,2,6
3	Competence:	
3.1	Demonstrate interactive skills through in-class discussions	PLO 6
3.2	Demonstrate ability to work in group	PLO 5,6
3.3	Demonstrate presentation skills using appropriate technology applications	PLO 6

CLOs		Aligned PLOs
3.4	Identify ethical issues and provide solutions in business decision-making context	PLO 7

C. Course Content

No	List of Topics	Contact Hours
1	1. An Overview of Integrated Marketing Communications.	3
2	2. Enhancing Brand Equity and Accountability.	3
3	3. Brand Adoption, Brand Naming and Intellectual Property Issues.	3
4	5. Segmentation, Targeting, and Positioning.	3
5	7. The Role of Persuasion in IMC.	6
6	8. IMC Objective Setting and Budgeting. (Reading)	6
7	10. Effective and Creative Ad Messages.	3
8	11. Endorsers and Message Appeals in Advertising.	3
9	13. Digital Media: Online, Mobile and App Advertising.	3
10	14. Social Media.	3
11	16. Media Planning and Analysis.	3
12	17. Measuring Ad Message Effectiveness.	3
13	Course wrap up	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation Case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
2.2	Interpersonal Skills & Responsibility	Presentations and project report	Project report and Presentation, Attendance
3.0	Competence		
3.1		Project report and Presentation	Individual Presentation, Project report

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 10)	20%
3	Report and Presentation	(Week 12)	20%
4	Final exam		40%
5	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: nhokail@psu.edu.sa

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Advertising, Promotion, and other aspects of Integrated Marketing Communications, 10th Edition, J. Craig Andrews, Terence A. Shimp
Alternative Textbook	George Belch and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 10 th Ed. McGraw-Hill,
Electronic Materials	Forbes Magazine (Online), Business Insider (online) http://www.adweek.com http://www.ama.org http://www.the-dma.org http://www.dmnews.com
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation	Google meet, computing resources, library, LMS Moodle, Edugate

Item	Resources
(Classrooms, laboratories, demonstration rooms/labs, etc.)	
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer ,wifi MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	