



## UNIVERSITY OF NEW YORK, TIRANA

Mkt 94      MARKETING & SALES PROMOTION

Fall 2007

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“Modern Marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with their customers. Every company is inevitably cast into the role of communicator and promoter.”

Philip Kotler

\*\*\*\*\*

“The Turbulent Business Environment presents a variety of challenges. Many sales organizations face fierce global competition in both home and International Market. The purchasing function is increasingly viewed as an important way for organization to lower costs and increase profits. Therefore, buyers are more demanding, better prepared, and highly skilled. The costs of maintaining salespeople in the field are exalting at the same time that sales organizations are being pressured to increase sales but decrease the coasts of doing business. Thus, sales organizations are being challenged, customers, and even their own firms”.

Ingram, LaForge & el all  
Sales Management (2006)

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## A. Course Objective and Scope

The course aims to introduce the students to the field of Marketing Communication and Sales Promotion Management. The emphasis is on the role of advertising and promotion in the Marketing Communication Program of an organization. In addition to Advertising and its role in Cotemporary Marketing, special attentions are given to other promotional areas such as direct marketing, sales promotion, publicity/public relations and personal selling. The course also examines the various factors that must be considered in planning, developing and implementing advertising and promotional campaigns and programs. Moreover, special considerations are given to the environment in which advertising and promotional decisions are made. This entails a study of regulatory, social, economic and ethical factors that influence are in turn influenced by a company's advertising and sales promotional programs.

## B. Required Textbooks

1. Belch and Belch, Advertising and Promotion 7<sup>th</sup> Edition, Irwin/McGraw-Hill, 2007.
2. Ingram, LaForge & el all, Sales Management, Thomson South-Western, 2006
3. Annual Edition Marketing 2007-2008, Duskin Publishing Co., 2007

## C. Methods of Instruction

Utilizing the lecture/textbooks/professional reading materials as a basic tool, the lecture-discussion method will be used to address each phase of the material. Class discussion will be supported as needed by video cases, guest speakers, student presentations and group projects. Students are responsible for materials covered in lectures together with those in the textbook.

## D. Course Requirement and Weights:

The course grades will depend upon the following weights

1. Students Assignments*	20%
2. A Term Project**	30%
3. A final Exam	30%
4. Student Participation***	<u>20%</u>
Total	100%

## E. Grading System

A= 90-100	D = 60-69
B =80-89	F = x-59
C = 70-79	

(Plus and minus will be applied)

F. Pre-Quesits Students are required to finish the pre-quesits courses prior to this course.

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- \* Student Assignments include a number of outside readings, critiques, case studies, issues in Marketing Communication/Sales and oral presentations in class.
  
- \*\* A Term Project: Designing an ad message for a T.V. presentation to introduce a product to a target market. The term project aims to help the students in developing high levels of practical decision-making skills, and research ability. The guidelines and methodologies for such a project will be explained in details in class.
  
- \*\*\* Students' participation:  
Students' participation is very important and critical to the final grades. Even though the overall evaluation of student participation depends on the Instructor's Judgment, the following elements will be taken into account:
  1. Attendance
  2. Oral presentation performance
  3. Positive contribution to groups' work
  4. Active participation in class discussion
  5. Seriousness and respecting the due dates of assignments

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## Course Outline

### **I. An Overview of the course contents, objectives, and policies:**

- A. Introduction
- B. Course requirements and grading policies
- C. Case Method
- D. Promotion Plan Methodology
- E. Group Organization

### **II. Introduction to marketing communications and promotion**

#### Theory and Process

Readings: Textbook (chapter 1 and 2)

Video Presentation: “The Best International Commercials”.

- A. The Communication Process
- B. Communications Theory
- C. Steps in Developing Effective Communications
  - 1. Identifying the target audience
  - 2. Determining the communication objectives
  - 3. Designing the message
  - 4. Selecting the communication channels
  - 5. Establishing the total communication budget
  - 6. Deciding on the promotion mix
  - 7. Measuring promotion’s results
  - 8. Managing and coordinating the marketing communication process.

### **III. Changing World of Sales Management**

### **IV. The Role of Advertising and Promotion in the Marketing Process**

Readings: Textbook Chapter

- A. Introduction to Advertising and Promotion
- B. The Growth of Advertising and Promotion
- C. Integrated Marketing Communications
- D. The Promotional Mix: (advantages vs. disadvantages)
  - 1. Advertising & classification of advertising
  - 2. Direct Marketing
  - 3. Internet Marketing
  - 4. Sales Promotion
  - 5. Publicity/public relations
  - 6. Personal selling
- E. Promotional Planning Process
- F. Environmental Influences on Advertising and Promotion

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## **V. Consumer Behavior, Market Segmentation & Positioning Implications for Advertising and Promotion**

Readings: Textbook (chapter)

Video Presentation: “Product Positioning Strategy”

- A. An overview of consumer behaviour
- B. The consumer decision-making process
- C. Environmental influences on consumer behaviour
- D. Market segmentation:
  - 1. Bases of market segmentation
  - 2. Selecting a market
  - 3. Criteria for successful/effective segmentation
- E. Positioning and repositioning; developing the positioning strategy

## **VI. Determining Advertising and Promotional Objectives and Budgeting**

Readings: Textbook (chapter)

- A. Determining promotional objectives
- B. Sales vs. communication objectives
- C. DAGMAR: An approach to setting objectives
- D. Problems in setting objectives
- E. Establishing the budget
- F. Budgeting approach
- G. Allocating the budget

## **VII. Media Planning & Strategy and Measuring the Effectiveness of the Promotional Programs**

Readings: Textbook (Chapter)

- A. An overview of media planning
- B. Developing the media plan
- C. Market analysis and target market identification
- D. Establishing media objectives
- E. Developing and implementing media strategy
- F. Measuring the effectiveness of the promotional program
  - 1. The testing process
  - 2. Establishing a program for measuring advertising effects
  - 3. Measuring the effectiveness of other program elements

## **VIII. Direct Marketing and Sales Promotion**

Readings: Textbook (chapter)

Video Presentation: “To be Announced”

- A. The growth of direct marketing
- B. Direct marketing decisions
- C. Evaluating the effectiveness of the direct marketing program
- D. The growth of sales promotion

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- E. Consumer-oriented sales promotion and techniques
- F. Coordinating sales promotion and advertising

### **IX. Public Relations/Publicity and Personal Selling and their Roles in the Promotional Programs**

Readings: Textbook (chapter)

Video Presentation: "To be announced."

- A. The process of conducting public relations
- B. Publicity & sales promotion
- C. Corporate advertising
- D. Personal selling

### **X. International Advertising and Promotion**

Readings: Textbook (chapter 20)

- A. The international environment of marketing
- B. The role of international advertising and promotion
- C. Global vs. localized advertising
- D. Important decisions in international advertising
- E. The role of other promotional mix elements

### **XI. Social and Ethical Issues in Promotion**

Readings: Textbook (chapter 22)

- A. Introduction to advertising ethics
- B. Social and ethical criticism of advertising
  - 1. Advertising as untruthful or deceptive
  - 2. Advertising as offensive (sexual) or in bad tastes
  - 3. Advertising and children
  - 4. Social and cultural consequences
- C. Economic effects of advertising
  - 1. Effects on consumer choice
  - 2. Effects on competition
  - 3. Effects on product costs and prices

### **XII. Organization Strategies and Sales Function**

- A. Marketing strategy and the sales function
- B. Developing the sales force
- C. Directing the sales force
- D. Motivating and reward system management
- E. Determining evaluating sales force-effectiveness and performance

### **XIII. The Future Trends in Marketing and Sales Promotion**

### **XIV. Summary & Conclusion**

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*Good Luck and Best Wishes for Success*

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## **Case Study Format**

1. Background (brief summary)
2. Key problems and issues
3. Alternative solutions (scenarios)
4. Analysis of solutions
5. The best solutions
6. Summary

## **Case Study Organization**

### **I. The Group**

1. Each group takes 45 minutes for oral presentation
2. Fifteen (5) minutes for discussion, questions and answers
3. Fifteen (15) minutes for student evaluation.

### **II. The Class: Before Each Case Presentation**

Each student must submit one written page which includes:

- a. A brief summary of the current case presented
- b. Key problems and issues in the case
- c. Three five (3-5) critical questions to be asked for the group

### **III. Group Evaluation**

After each presentation the other members meet to evaluate (in writing) the case presentation based on the following criteria:

1. Preparation 20 points
2. Depth analysis (see case study format, outside research, conclusion, questions and answer handling) 50 points
3. Presentation (group dress, look and organization).

30 points