



Daffodil Institute of IT (DIIT)
MARKETING PROMOTION
Course Code: BUS-4233
COURSE OUTLINE

Name of Teacher: Lakkhan Chandra Robidas

Objective:

The objective of this course is to understand identify the terms and concepts that are commonly used in marketing promotion and advertising. The course is designed to develop the student's understanding with special emphasize the motivational tactics and tools used in marketing communication for business and society. The course will give an overview of dynamism of promotion strategies to compete and alongside real market-oriented phenomenon of creative marketing promotion design. This course will also help to know about the different media selection strategy for successful promotion campaign. The course is completely dealing with integrated marketing communication system & building long-term relation with customers through marketing promotion.

Course Outline & Class Schedule:

Chapter One : Introduction

Lecture: 01 Meaning, Scope, Importance & Role

Lecture: 02 Types of Marketing Promotion, Promotion Planning Process.

Chapter Two : Analyzing Communication Process

Lecture: 03 Nature, Basic Model of Communication, Effective communication process.

Chapter Three : Advertising

Lecture: 04 Meaning, Importance, Classification, Characteristics

Lecture:05 Creative Strategy Planning & Development, Creative Strategy, Implementation & Evaluation.

Lecture:06 Media planning & Strategy,

Lecture:08 The media plan, Developing the media plan, Market analysis, Establishment of media objectives,

Lecture:09 Types of Media, Effectiveness of advertising, Corporate advertising.

Lecture :10 Objective of Corporate Advertising, Types, Advantages & Disadvantages.

Chapter Four : Personal Selling

Lecture: 11 Meaning, Role , Objective , Prospecting, Selling Process

Lecture:12 Opening & Securing Interview , Delivering Presentation

Lecture:13 Demonstration, Answering objection, Closing sales.

Lecture:14	Designing the sales force, Objectives, Strategies, Structure, Size and Compensation.
Lecture:15	Managing sales force recruitment and selection, Training, motivation, evaluation.
Chapter Five	: Public relation, Publicity and Corporate Advertising
Lecture:16	Meaning, Role, Marketing public relation function, Process of Public Relation.
Lecture:17	Meaning of Publicity, Power of Publicity, and Control Dissemination of Publicity.
Lecture:18	Meaning of Corporate Advertising, Objectives, Types, and Advantages & Disadvantages.
Lecture:19	Measuring the Effectiveness of Corporate Advertising.
Chapter Six	: Sales Promotion
Lecture:20	Meaning, Role, Growth, Major Decisions in sales Promotion.

Books Recommended:

1. Canadian Advertising in Action

By

Keith J Tuckwell (8th edition)

2. Advertising and Promotion an Integrated Marketing Communications Perspective

By

George E Belch and Micheal E Belch

3. Effective Selling

By

Charies A. Kirkpatrick , Frederick A.Russ

4. Marketing Promotion

By

Md. Zahid Hossain Shikder.