Bemidji State University

MBA 6600: Promotion Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course focuses on organizational promotion policies and practices that are used in the planning of a campaign. Topics include media selection, client-agency relationships, research and testing and the overall creation of a promotional campaign. Along with MBA 6605, this is one of the pair of courses that is required for the Marketing Concentration in the MBA.

B. COURSE EFFECTIVE DATES: 08/25/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Client-Agency Relationships
2. Media Selection
3. Organizational Promotion Policies and Practices in Planning a Campaign
4. Research and Testing

D. LEARNING OUTCOMES (General)

1. Analyze and evaluate the practice of marketing communications and recognize the tools within the discipline
2. Synthesize, evaluate, and implement media plans
3. Apply the philosophy and practice of integrated marketing communications
4. Apply the concepts behind brand equity and the role of marketing communications in facilitating the recognition and adoption of brands and brand names
5. Evaluate and analyze the role of behaviorographics in targeting consumers
6. Evaluate analyze and the meaning of geodemographics
7. Apply the concepts and practice of brand positioning
8. Analyze and evaluate the various functions performed by advertising and the roles played by endorsers, humor, appeals and messages
9. Evaluate the effectiveness of advertising messages
10. Analyze and evaluate the major factors used in segmenting target audiences for media planning purposes
11. Analyze and evaluate the magnitude, nature, and potential for internet advertising
12. Analyze and evaluate the nature and purpose of sales promotion
13. Analyze and evaluate the nature and role of marketing public relations

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted