



## Course Specifications

<b>Course Title:</b>	<b>Promotion Management</b>
<b>Course Code:</b>	<b>MKT10803</b>
<b>Program:</b>	<b>Bachelor of Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Albaha University</b>

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## A. Course Identification

<b>1. Credit hours: 03</b>
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered: 8<sup>th</sup>/ 4<sup>th</sup></b>
<b>4. Pre-requisites for this course (if any): None</b>
<b>5. Co-requisites for this course (if any): None</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course is designed to covers the concepts of Promotion Management, and provides the importance of sales management, Understand the objectives of Promotion and the role of promotion in the future

### 2. Course Main Objective

The objective of this course is to introduce students to the concepts related to Promotion, to examine the management of advertising and sales promotions. Students will Understand, describe, explain and apply basic marketing and advertising concepts, contemporary issues in promotions, the objectives of Promotion and the role of promotion in the future.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Identify the tools of Promotion.	K2
1.2	Explain importance of Promotion in marketing	K3
<b>2</b>	<b>Skills :</b>	
2.1	Analyze the latest trends in Promotion	S1
2.2	Evaluate the effectiveness of Promotion in Sales.	S2
<b>3</b>	<b>Values:</b>	
3.1	Demonstrate the Oral and written communication skills in promotion	V1
3.2	Practice teamwork efficiently and effectively	V2

### C. Course Content

No	List of Topics	Contact Hours
1	Integrated Marketing Communication	6
2	Buyer Behaviour	6
3	The IMC Planning Process	6
4	The Traditional Media Channels	6
5	Sales Promotion	6
6	Trade Promotion	6
7	The Role of Promotion in the Future	9
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Identify the tools of Promotion.	Lectures, Illustrative Examples	Exams Assignment
1.2	Explain importance of Promotion in marketing	Lectures, Illustrative Examples	Exams Assignment
<b>2.0</b>	<b>Skills</b>		
2.1	Evaluate the effectiveness of Promotion in Sales.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Analyze the latest trends in Promotion	Lectures Active Learning	Exams Quizzes Homework
<b>3.0</b>	<b>Values</b>		
3.1	Demonstrate the Oral and written communication skills in promotion	Group discussion Self-Learning	Direct Questions Presentations
3.2	Practice teamwork efficiently and effectively	Group discussion Self-Learning	Direct Questions Presentations Case studies

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
...			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

\*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 :**  
 Instructor will be available for student consultation and academic advice in his specified office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Integrated Advertising, Promotion and Marketing Communications Sixth Edition, Kenneth E.Clow- Donald Baack
<b>Essential References Materials</b>	Strategic Brand Management E Kevin Keller
<b>Electronic Materials</b>	<a href="http://quickmba.com">http://quickmba.com</a> <a href="http://knowthis.com">http://knowthis.com</a> <a href="http://advertising.utexas.edu/world">http://advertising.utexas.edu/world</a>
<b>Other Learning Materials</b>	Journal of Advertising Journal of Advertising Research Journal of Current Issues & Research in Advertising

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate approximately 40 students.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	None

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty

**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

<b>Council / Committee</b>	Marketing Department Council
<b>Reference No.</b>	Ref:DMISEM27092020
<b>Date</b>	27/09/2020