**Syllabus MKT 312 PROMOTION**

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| **MKT 312 PROMOTION**  **ASSOCIATED PROFESSOR ELENICA PJERO** |
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**MKT 312 Promotion**

*Credits 6*

*Structure 3 /1*

*Academic year 2020-2021*

**Course description**

The module "Promotion" makes a detailed analysis of the most popular strategies and techniques that businesses but also non-profit organizations, public organizations, people, etc., have adapted, for a successful realization of their activity. The aim of the course is to present the complex system of promotional mix and specific communication instruments found within them. Initially, the focus is on promotion in general and its place inside marketing issues, followed by a detailed analysis of advertising, public relations, sales promotion and personal sales. Most of the attention is paid to advertising, as it represents the main and most well-known way of promotion. Thus, advertising emphasizes, among other things, the aspect of creativity and the creative process, media planning and booking where advertising will be broadcast, organization and functioning of the advertising agency, leaving the right space for other aspects of mixed promotion as an integral part of the promotional plan.

**Course description:**

CHAPTER I : The World of Advertising and Integrated brand promotion

CHAPTER II : The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media, and Support Organizations

CHAPTER III : The History of Advertising and Brand Promotion

CHAPTER IV : Social, Ethical and Regulatory Aspects of Advertising and Promotion

CHAPTER V :  Advertising, Integrated Brand Promotion and Consumer Behavior

CHAPTER VI : Advertising and Promotion Research

CHAPTER VII : Planning Advertising and Integrated Brand Promotion

CHAPTER VIII : Managing Creativity in Advertising

CHAPTER IX : Creative Message Strategy

CHAPTER X : Media Planning Essentials

CHAPTER XI :   Media Planning: Newspapers, Magazines, Television and Radio

CHAPTER XII : Sales Promotion, Point-of-Purchase Advertising, and Support Media

CHAPTER XIII : Event Sponsorship, Product Placements and Branded Entertainment

CHAPTER XIV : Integrated Direct Marketing and Personal Selling

CHAPTER XV : Public Relations, Influencer Marketing, and Corporate Advertising

**Literature:**

* Advertising and Integrated Brand Promotion’ (MindTap Course List), [Thomas O'Guinn](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Thomas+O%27Guinn&search-alias=books&field-author=Thomas+O%27Guinn&sort=relevancerank) (Author), [Chris Allen](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&text=Chris+Allen&search-alias=books&field-author=Chris+Allen&sort=relevancerank) (Author), [Angeline Close Scheinbaum](https://www.amazon.com/Angeline-Close-Scheinbaum/e/B00ME482O6/ref=dp_byline_cont_book_3) (Author), [Richard J. Semenik](https://www.amazon.com/s/ref=dp_byline_sr_book_4?ie=UTF8&text=Richard+J.+Semenik&search-alias=books&field-author=Richard+J.+Semenik&sort=relevancerank) (Author), Publisher : CENGAGE, 8th Edition, (2017)
* Promocion, Botim i pare, Shtepia botuese ‘Europrint’, Elenica Pjero, 2009.
* Promocion – Situata & Ushtrime, Botimi i trete, Shtepia botuese ‘Europrint’, Elenica Pjero, 2009.

*Support Literature:*

* Advertising and Integrated Brand Promotion, Thomas O' Guinn, Chris Allen, 2011.
* [Advertising Promotion and Other Aspects of Integrated Marketing Communications, Terence A. Shimp and J. Craig Andreës, 2013.](http://www.amazon.com/Advertising-Promotion-Integrated-Marketing-Communications/dp/1111580219/ref=sr_1_24?s=books&ie=UTF8&qid=1415135654&sr=1-24&keywords=promotion+in+books" \o "Advertising Promotion and Other Aspects of Integrated Marketing Communications)

Meanwhile, all the students must work with case studies, articles, or different papers which will be delivered at class during the semester.

**Course format:**

The course will be assessed on the basis of two partial exams, assignments and a final exam. Points received will be cumulative. **There will not be a replicatment of exams , for any reason**. If you will miss an exam without a major reason,then you will lose the points of that exam. You will be notified for each exam by the instuctor before it takes place.

**Participation** **Policy:**

Participation in class is mandatory. Attendance is required; your help in acquiring the course materials. Participation also helps you in the exam, as most of the material discussed in class will be included in the exam .

**Lectures:**

Course lectures are based on chapters explained below. I will follow the chapters of the book required for this course as much as possible, but in some cases, in class ,there will be included theories of problems that do not part of the book used. You are responsible for the material discussed in class. Exams will be based on these materials. Thus , it is in your interest not to miss school hours .

**Communication :**

If you have any problems or questions, please send email with the subject **"MKT 312**".Calls to my personal number or landline phones are not appropriate: please do not use them . Enter the subject “**MKT 312** " Urgent " if your problem is urgent and cannot wait . Do not send emails relating to the course without the subject: **MKT 312**. Before you ask a question, make sure that the information you need is not in the official website of UV. Please do not direct questions about the course content; such questions I prefer to answer in the auditorium in the presence of the class.

**Email**: Each student is required to regularly check e-mail. Many tasks and notifications will be made only through email.

**Code honesty:**

You are not permitted to work in groups for your homework, as they are individual. Furthermore, cheating in exams is prohibited and will be punished.

In the final exam, will attend all those students who do not have obilgations at the seminars. Mobile phones must be switched off in class.

**Assessment :**

First Midterm Exam 30%

Participation, different projects, 10 %

groups assignments, ect

Final Exam 60 %

**S = Total 100%**

**Grades will be calculated as follows :**

S ≥ 90% =10

80 ≤ S < 89% = 9

70 ≤ S <79% = 8

60 ≤ S < 69% = 7

50 ≤ S < 59% = 6

40 ≤ S < 49% = 5

S < 40% = 4