
DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **SALES PROMOTION & CONSUMPTION**

Level: FOURTH

Semester: FIRST

Type (Basic/Compulsory/Elective subject): ELECTIVE SUBJECT

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

The main objective of Sales Promotion & Consumption is to provide students with a global vision of sales methods and techniques used in Advertising, to analyze the Media and several Communication Departments, as well as the control and effectiveness of consumer behaviour.

3. SITUATION

Previous knowledge and skills:

It is necessary to have prior knowledge acquired during the first two years of the Degree in Advertising & Public Relations.

Internet basics and Microsoft Office (or similar).

Medium level: E-mail, web browsers, social networks, etc.

Excellent attention to detail and teamwork.

Recommendations:

In order to correct follow-up of the subject and development of different tasks proposed, it might be necessary a tablet or laptop.

Following the latest daily news and becoming familiar with the main companies' communication strategies.

Adaptation for students with special needs:

Students with special educational needs: Access will be provided to students with motor disabilities, both spade work and technical equipment. Likewise, the necessary means will be provided to students with audiovisual or auditory disabilities through personal equipment to improve reception, such as microphones for teachers and receivers with headphones for students; individual screens for viewings or monitored by headset.

Students with high intellectual abilities: Due to the aim of achieving greater development in work skills and other complementary professional profiles, individual guided research exercises are proposed, as well as advanced practical activities.

Foreign students: These lectures will be taught in English, so the professor will be able to solve any doubt or question.

4. OBJECTIVES AND COMPETENCIES

Objectives:

1. To analyze the different possible sales promotions to achieve profitability and notoriety objectives.
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2. To know the behavior of the consumer.
3. Show the possibilities of creativity when designing a sales promotion.
4. Publicize comprehensive marketing strategies and tactics directly related to sales.

Competencies

Specific competencies:

- E13. Know the structures of organizations, such as NGOs, political parties, unions, social organizations, etc.
- E19. Knowledge and study of the psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of different communication phenomena, with special attention to their relationships with business communication.
- E27. Ability to exercise as experts in the strategic management of a company's communication. To know how to manage and improve internal and external communication of large, medium and small companies, as well as business, institutional, political or non-profit organizations in order to obtain greater efficiency in their objectives and results.
- E28. Domain of financial communication management.
- E42. Ability to manage the audiences of organizations and their characteristics.
- E48. Know how to engage with the media for better performance.
- E49. Ability to obtain financing through communication strategies.
- E50. Specialized training of spokespersons and advisers in the political field, as well as in protocol and ceremonial.

General competencies:

- G01. Ability to adapt to technological business or labor organization charts of institutional, business and social communication.
- G04. Decision-making: ability to make the right choice in situations of uncertainty, assuming responsibilities.
- G05. Capacity for the ideation, planning, execution and evaluation of the campaigns of communication.
- G06. Order and method: ability to organize and schedule tasks, performing them in an orderly manner, logically adopting the priority decisions in the different processes of a communication campaign.
- G07. Solidarity awareness: respect for the different people, as well as knowledge of the great cultural currents in relation to individual and collective values and respect for human rights.
- GO8. Promote the entrepreneurial spirit.
- G09. Promote and guarantee respect for Human Rights and the principles of universal accessibility, equality, non-discrimination and democratic values and the culture of peace, which must be assigned, at least, to the module of practices and final degree work and in any case to subjects that include gender equality and / or human rights content, in the case of that are presented in the CV.

5. COURSE CONTENTS OR THEMATIC SECTIONS

- Part I. Introduction.
- Part II. Basic Concepts.
- Part III. Types of Promotion.

6. LIST OF TOPICS

- Part I. Introduction.
- Part II. Basic Concepts.
- Part III. Types of Promotion.

7. METHODOLOGY AND TEACHING TECHNIQUES

The convergence of training activities and methodology aims to be, as far as possible, an active, participatory and dynamic process. We must not forget that the objects of study that correspond to this subject must be attractive for students, which will help to maintain their attention and develop their work with enthusiasm.

The objective of these sessions consists in the theoretical-practical exposition of basic concepts and ideas for the development of the subject. In general, the following structure, organized in the three phases, succinctly explains the way of working:

Initial: It will tend to check the previous ideas of the students regarding the content of the subject, in order to adapt our lessons to the cognitive level of the students. To succeed, we will proceed to raise a number of issues that allow us a first approximation to the ideas of the students on the subject and offer a first and basic explanation.

Development: Exhaustive exposition of theoretical and practical contents corresponding to the subject. The lectures and ordinary sessions will be complemented by the use of audiovisual media that serves as a reference support for the explanation of the contents.

Final: Presentation of exercises on the subject studied in the corresponding subject, which contemplates a wide range of questions, both theoretical and practical, and which allows us to evaluate the degree of achievement of the objectives and, therefore, the progress of the process of teaching-learning. On the other hand, it encourages reflection and active participation by students, allowing a set of teacher-student interaction.

Individual and group practices: Directed and supervised by the professor. The practical activities are a useful tool for students to understand the contents and develop their knowledge. The fundamental purpose of this type of activity is to favour the acquisition of the skills and abilities, both intellectual and professional, necessary to know the process of research.

8. ASSESSMENT CRITERIA

Assignments (50%): The students must deliver the practices explained in the classroom and published on the platform, at the time and date set by the professor for them. It will provide information to us in a continuous and timely manner, through the development of practical work and investigations. We will check the student's level of comprehension, level of written expression, if they have understood the essential content and related ideas, if they make outlines and summaries, as well as the order, care and dedication in carrying their practical work up to date.

Exams (50%): The students will have the possibility of carrying out a test every two or three units. Among the wide range of testing possibilities that exist, there will be a writing test about the theoretical content and the application and analysis of practical assumptions.

In case of failing any part, there will be a final exam as an option to success.

Final grades: 50% theory and 50% practice. If any student does not succeed, there will be a final exam to achieve the goal.

Attendance: above 80%.

Second and third call will consist of an exam (all units included) and every assignment done during the course (related to the subject).

9. REFERENCES

"Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques... and How to Use Them (Business)", Don E. Schultz.

"Sales Promotion Management", John A. Quelch.