

MKT3420 Promotional Management
Course Outline

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BIZ2 #02-12

Session: Semester I, 2014/2015

Course Objectives

1. Understand how companies can effectively communicate with customers and potential customers through advertising, and be familiar with the strategies in advertising management and design.
2. Devise marketing campaigns through integrating all marketing communications like advertising, and different media and promotional tools.
3. Hone the skills to analyse integrated marketing campaigns.

Course Description

In today's world, we are constantly bombarded with advertising and promotions messages. Some campaigns are highly effective in getting the consumer to act, while others are not. Increasingly, new interactive media and one-on-one marketing is changing the way in which companies reach their target audience. Developing an integrated marketing communications campaign that generates results is no easy task. This course will look at the different aspects in the process, and cover topics like choosing an agency, setting ad objectives and advertising design, as well as media planning, digital marketing and alternative marketing, in addition to the traditional promotions tools.

Students will get a chance to create a marketing communications campaign for a real-life business. Lectures and reading will be supplemented by class discussions, case studies, video clips and talks.

