

## Polytechnic Institute of Viseu

### School of Technology and Management of Viseu

Course title	Promotion and Advertising		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used: self study, case studies, lectures, discussions.		
Lecturers:		Language of instruction	English
ECTS	5	Semester	Fall; Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>It is expected that students are able to:</p> <ul style="list-style-type: none"> <li>• develop a promotion strategy to any tourism product or service, framed in a marketing strategy, according to the interdependence with other variables of the marketing mix.</li> <li>• define and develop the various steps in developing a comprehensive promotion plan for a product or service.</li> <li>• develop communication programs for a product or service at each variable of the communications mix: Advertising, Direct Marketing, Promotion and Merchandising and Public Relations.</li> </ul>		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> <li>1. Marketing and Promotion</li> <li>2. How to do a Promotion Strategy</li> <li>3. Advertising</li> <li>4. Direct Marketing</li> <li>5. Sales promotions and Merchandising</li> <li>6. Public Relations</li> </ol>		
Assessment methods	Project: The students have to build a promotion strategy for a touristic specific product of their own country. At least three of the promotion tools must be used (Advertising, Direct Marketing, Sales Promotion, Merchandising and Public Relations).		
Recommended readings	<p>Bromley, D.B. (1993). <i>Reputation, image and impression management</i>. Chichester: John Wiley.</p> <p>Clothier, P.(1997). <i>Multi-level marketing</i>. London: Kogan Page.</p> <p>Fifield, P. (1998). <i>Marketing strategy</i>. Oxford: Butterworth-Heinemann.</p> <p>Fill, C. (1995). <i>Marketing communications: frameworks, theories and applications</i>. London: Prentice Hall.</p> <p>Jackson, Patrick (1995). <i>Public relations: practices: managerial case studies and problems</i>. Upper Saddle River: Prentice Hall.</p> <p>Kotler, P. (s/d). <i>Marketing Management: analysis, planning, implementation, and control</i>. s/l: Prentice Hall, International Editions.</p> <p>Kotler, Philip (1996). <i>Strategic marketing for nonprofit organizations</i>. New Jersey: Prentice Hall.</p>		
Additional information			