



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"> • 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. • define and develop the various steps in developing a comprehensive promotion plan for a product or service. • develop communication programs for a product or service at each variable of the communications mix: Advertising, Direct Marketing, Promotion and Merchandising and Public Relations. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Marketing and Promotion 2. How to do a Promotion Strategy 3. Advertising 4. Direct Marketing 5. Sales promotions and Merchandising 6. Public Relations 		
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			