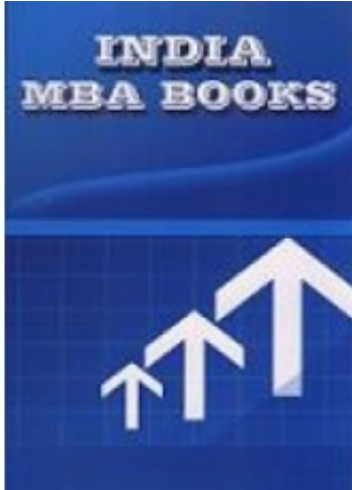


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PREVIEW OF CHAPTERS SYLLABUS

Retail Sales Techniques and Promotion

Unit - I

**Advertising Communications and Promotions – Effective Advertising :
Understanding When, How and Why Advertising Works – Marketing Objectives
and Positioning – Target Audience Selection and Action Objectives –
Communication Objectives – The Creative Strategy and Tactics – Media Strategy:
The Reach Pattern and Effective Frequency – The Creative Strategy and Tactics –
Media Strategy: The Reach Pattern and Effective Frequency Campaign Tracking
and Evaluation – Setting the Campaign Budget – Sales Promotions.**

Unit - II

**Promotion Impact – On the Marketing Mix – On the Customer – Promotions and
Integrated Marketing – Creating a Customer Relations – Characteristics of an
Integrated Programme – Strategic Considerations – Promotions role – Overcoming
barriers in Integrated Marketing.**

Unit - III

**Tactical Analysis - Strategic Analysis to Promotion tactics – Objective Setting –
Perspective on Strategy – Promotional tactical tool set – When and how to apply the
right tactics – Built – Traffic – Reach new customers –Trade users up – Introduce
new products – Gain Product Display, Placement & Distribution – Stimulate Repeat
sales – Generate Brand loyalty.**

Unit - IV

**Sales promotion technique – Off the self offers – Joint Promotions – Price
Promotions – Premium Promotions – Prize Promotions – How Promotion affects
sales – Switching – Acceleration and Deceleration – How promotion affects sales –
Acceleration, Repeat Purchasing Consumption – Trade Dealing.**

Unit - V

**Retailer Promotions – Consumer Promotions (Coupons, Rebates and Loyalty
Programs) – consumer Promotions (Loyalty Programs, Online and Special Event
Promotions) – Calculating Promotion Profitability – Trade Deals, Retailer
Promotions,**

Coupons, Rebates – Measuring Promotion Effectiveness – Sales Promotion Strategy – Procter and Gamble’s Value Pricing Strategy – Sales Promotion Strategy

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