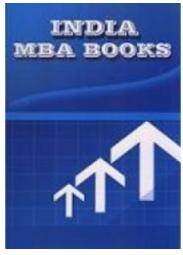
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PREVIEW OF CHAPTERS SYLLABUS

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 Intergrated 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,

Coupous, Rebates – Measuring Promotion Effectiveness – Sales Promotion Strategy – Procter and Gamble's Value Pricing Strategy – Sales Promotion Strategy

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