



**UNIVERSITY OF SONORA**  
**Central Region Unit**  
**School of Economic and Administrative Sciences**  
**Department of Economy**  
**International Business and Trade Degree**

**Identification Data**

<b>Subject:</b> International Promotion Techniques	<b>Formative Pillar:</b> Specialization
<b>Teaching-learning process:</b> Course and Workshop	<b>Previous requirement:</b>
<b>Hours per week:</b> 4	<b>Subsequent subject:</b>
<b>Type:</b> Elective	<b>Credits:</b> 6

**Introduction:**

Almost everyone in this modern world is exposed to be influenced by advertising or promotion. Some public and private organization have learned to communicate effectively and efficiently with their target audience is critical to their success. The advertising and other kind of messages are used to sale products and services, as well as promote social causes, political marketing and solve social problems. The consumers are increasingly finding more difficult to escape the efforts of the businessmen, who are constantly looking for new ways to communicate with them.

**General Objective:**

At the end of this course, the student will have the general overview of the international promotion, its strategical application and its implications on marketing. Through analysis and the development of creative skills that allow them to develop innovative and effective promotional plans for the organization.

**Specific Objectives:**

The student will:

- Know every one of the promotion elements.
- Understand the communication and promotion processes.
- Develop creative skills to produce advertising messages
- Know the importance of the personal sales process
- Know the importance of the public relations in the organization image

## **Proficiency Units:**

- Unit 1. General aspects of the advertising and promotion.
  - 1.1 Basic definitions
  - 1.2 Factors that increase the importance
  - 1.3 Promotion and other marketing elements
  - 1.4 The importance of international markets
  - 1.5 Functions of the international advertising and promotion
  - 1.6 Decision areas in the international advertising
  - 1.7 Evaluation of the social, ethics and economic aspects in advertising and promotion
  - 1.8 Advertising and promotion regulation
- 2. Promotion and Communication
  - 2.1 Promotion and communication relationship
  - 2.2 Communication process
  - 2.3 Forms of communication
  - 2.4 Sources, messages and channels
- 3. Advertising and Communication media
  - 3.1 Communication media structure
  - 3.2 Conventional media characteristics
  - 3.3 Advertising in electronic media
  - 3.4 Advertising in printed media
  - 3.5 Exterior advertising
  - 3.6 Internet advertising
  - 3.7 Direct advertising
  - 3.8 Communication media trends
  - 3.9 Communication media planning
  - 3.10 International events
- 4. Sales promotion
  - 4.1 Sales promotion
  - 4.2 Sales promotion aimed at consumers
  - 4.3 Sales promotion for the salesforce
  - 4.4 Sales promotion for the intermediaries
- 5. Personal sales
  - 5.1 Personal sales horizon
  - 5.2 Personal sales function
  - 5.3 Personal sales process
  - 5.4 Personal sales and its relationship with other promotional elements.
- 6. Public relations
  - 6.1 Public relations concept and importance as a promotional element
  - 6.2 Public relations and advertising
  - 6.3 Public relations components
  - 6.4 Promotional elements evaluation

**Teaching strategies:**

1. Teacher lectures
2. Led group discussions
3. Theme presentations by students
4. Bibliographic research by students
5. Exercise presentations in group

**Evaluation: general criteria for successful completion of course:**

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| • Group discussion participation and class presentations | 10% |
| • Average of the 3 partial exams                         | 40% |
| • Written homework                                       | 20% |
| • Integrative project                                    | 20% |
| • Attendance   | 10% |

***Bibliography***

- George E Belch. **Publicidad y Promoción**. Sexta edición. Editorial McGraw Hill.  
Figueroa Bermúdez, Romeo Antonio. **Cómo hacer publicidad: un enfoque teórico-práctico**. Romeo Antonio Figueroa Bermúdez – México: Editorial Addison Wesley Longman de México, 1999.
- Beltrán y Cruces, Raúl Ernesto. **Publicidad en medios impresos**. Raúl Ernesto Beltrán y Cruces – 6ª ed. – México: Editorial Trillas, 2006, c1984
- Tellis, Gerard J. **Estrategias de publicidad y promoción**. Gerard J. Tellis, Ignacio Redondo; tr. Cristina Belló, Isabel Villar. Madrid: México: Editorial Pearson.
- Belch, George Eugene. **Publicidad y promoción; perspectiva de la comunicación de marketing integral**. George E. Belch y Michael A. Belch; tr. Jorge Luis Blanco y Correa Magallanes, Magda Elizabeth Treviño Rosales; rev. Téc. Jean Domette Nicolesco. México: Editorial McGraw-Hill/Interamericana Editores, c2005.
- Treviño Martínez, Rúben. **Publicidad comunicación integral en marketing**. Rubén Treviño Martínez; rev. Téc. Ivonne Raso Arcute 2a ed.
- Garza Mario de la. **Promoción de ventas: estrategias mercadológicas a corto plazo**. Mario de la Garza. México: Editorial Grupo Patria Cultural, c2001.

**Desired academic profile for person in charge of course:**

Possess a Bachelor's degree in Marketing or in areas related to this field.

Professional experience in marketing or related to this field.

Teaching experience in Higher Education.

**Teaching and technological training:**

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Course the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)