

elearning course outline

accelerated Promotion Planning: **The Strategic ToolkitSM**

Module 1: Strategic Promotion Planning Overview

- A. Strategy Defined
 - Definition of strategy and strategic planning
 - Strategic vs. tactical/how to planning
- B. Role and importance of strategic promotion planning process
 - Overview of strategic planning process
 - Goals of strategic promotion planning
 - Your role in the process
- C. ETC's Promotion Planning Process:
Three Steps to Strategic Success
 - Phase 1: Prepping for Planning
 - Phase 2: Developing the Plan
 - Phase 3: Selling the Plan

Module 2: Prepping for Planning

- A. Understanding the Language
 - Key promotion terms defined
 - The Acronym Challenge
- B. Top 20 Things to Know About Your Brand
 - Role of information in strategic planning
 - Gathering important brand information
- C. The Power of Key Learning
 - Definition of Key Learning
 - Key Learning and implications
 - The Key Learning Document

Module 3: Developing the Plan

- A. Establishing the Foundation
 - Where promotion fits in marketing mix
 - Promotion vs. Advertising
 - Role of promotion in the product life cycle
 - Integrated Marketing Communications vs. Integrated Marketing vs. Integrated
 - Promotion Starting with clear business and marketing objectives and strategies
 - The importance of the role of promotion statement
- B. Writing the Consumer Promotion Plan
 - Writing SMART consumer promotion objectives and strategies
 - Balancing push and pull promotional tactics
 - Consumer promotion tactics and vehicles - the pros and cons
 - Linking promotion tactics to objectives
- C. Creating Best-In-Class Promotions
 - Promotion effectiveness vs. efficiency
 - Criteria for "best-in-class" promotions
 - Creating programs/program ideas from tactics

Module 4: Selling the Plan

- A. Managing the Process
- B. Presenting the Plan