**Module 2 – Reading Background**

**PROMOTION MANAGEMENT & SWOT ANALYSIS**

**The following reading list provides background information on promotion and marketing communication.**

Marketing communications (n.d.). *Lesson store*. MarketingTeacher. Retrieved from [*http://www.marketingteacher.com/lesson-store/#marketing-communications*](http://www.marketingteacher.com/lesson-store/#marketing-communications)

Promotion (n.d.). *Lesson store*. MarketingTeacher. Retrieved from [*http://www.marketingteacher.com/promotion/*](http://www.marketingteacher.com/promotion/)

Promotion decisions (n.d.). *KnowThis.* Retrieved from [*http://www.knowthis.com/principles-of-marketing-tutorials/promotion-decisions/*](http://www.knowthis.com/principles-of-marketing-tutorials/promotion-decisions/)

Promotion strategies (n.d.). *LearnMarketing.* Retrieved from [*http://www.learnmarketing.net/promotion.htm*](http://www.learnmarketing.net/promotion.htm)

What is digital marketing? (n.d.). *Lesson store*. MarketingTeacher. Retrieved from [*http://www.marketingteacher.com/lesson-store/#digital-marketing*](http://www.marketingteacher.com/lesson-store/#digital-marketing)

**The following articles explain and illustrate the role of promotion in marketing decisions:**

Beltrone, G. (2012). Ad of the day: J.C. Penney - Peterson Milla Hooks brings its poppy visual style to the retailer's big new rebranding effort. *Adweek*(February 3). Retrieved from [*http://www.adweek.com/news/advertising-branding/ad-day-jcpenney-137988*](http://www.adweek.com/news/advertising-branding/ad-day-jcpenney-137988)

Comstock, B., Gulati, R., & Liguori, S. (2010) Unleashing the power of marketing. *Harvard Business Review,*88 (10), 90-98.

Jargon, J. (2012). ‘Super Size Me’ Generation Takes Over at McDonald’s. *Wall Street Journal*. (March 8):A1.

Perner, L. (n.d.). Integrated Marketing Communication. *Introduction to Marketing*. Marshall School, USC. Retrieved from [*http://www.consumerpsychologist.com/intro\_Promotion.html*](http://www.consumerpsychologist.com/intro_Promotion.html)

**This article speaks to the limits of promotion:**

Burkitt, L. (2011). A Chinese Brand Flounders in US. *Wall Street Journal*(December 20):B1.

**These articles discuss online/mobile promotion:**

Lopez, R. (2012) Sevenly hopes to change the world one t-shirt at a time. *Los Angeles Times*(January 25).

Mac, A. (2012). How to lose friends and alienate Twitter followers: 5 stupid social media mistakes.*Fast Company*(March 1). Retrieved from [*http://www.fastcompany.com/1822211/how-to-lose-friends-and-alienate-twitter-followers-5-stupid-social-media-mistakes*](http://www.fastcompany.com/1822211/how-to-lose-friends-and-alienate-twitter-followers-5-stupid-social-media-mistakes)

The millennial generation research review. (2012). U.S. Chamber of Commerce Foundation. Retrieved from [*https://www.uschamberfoundation.org/reports/millennial-generation-research-review*](https://www.uschamberfoundation.org/reports/millennial-generation-research-review)

Mobile marketing: Location matters - but how much? (2012). *Knowledge@Wharton*(March 9). Retrieved from [*http://knowledgetoday.wharton.upenn.edu/2012/03/mobile-marketing-location-matters-but-how-much/*](http://knowledgetoday.wharton.upenn.edu/2012/03/mobile-marketing-location-matters-but-how-much/)

Reda, S. (2012). Social gets down to business. *Stores*(March). Retrieved from [*https://nrf.com/news/retail-trends/social-gets-down-business*](https://nrf.com/news/retail-trends/social-gets-down-business)

Stranahan, S.Q. (2011). Keeping up with posts and tweets down east. *New York Times*(December 7).

**Check these Links on managing marketing information and research method:**

Managing Marketing Information. (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12113*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12113)

Managing Marketing Information (Audio). (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11524*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11524)

**These Web pages explain SWOT Analysis:**

SWOT financial analysis (n.d.). *eHow.* Retrieved from [*http://www.ehow.com/facts\_6767740\_swot-financial-analysis.html#ixzz1kiZaabG4*](http://www.ehow.com/facts_6767740_swot-financial-analysis.html#ixzz1kiZaabG4)

SWOT Analysis (2012). *Investopedia.*Retrieved from [*http://www.marketingteacher.com/wordpress/swot-analysis/*](http://www.marketingteacher.com/wordpress/swot-analysis/)

SWOT Analysis (n.d.). *MarketingTeacher.*Retrieved from [*http://www.marketingteacher.com/swot-analysis/*](http://www.marketingteacher.com/swot-analysis/)

This Web page explains that (1) Strengths and Weaknesses are internal to the firm forces that determine the financial health of a product or company (and gives examples of Strengths and Weaknesses), and (2) Opportunities and Threats are external to the firm forces that determine the financial health of a product or company (and gives examples of Opportunities and Threats). At the very bottom of the page are links to examples of SWOT marketing analyses.