

**Promotion**

 refers to any type of marketing **communication** used to inform, persuade, or remind target audiences of the relative merits of a product, service, brand or issue. ... It is one of the basic elements of the **marketing** mix, which includes the four P's: price, product, **promotion**, and place.

Promotional



1. Watch a commercial
   1. Plot (describe the commercial)
   2. Brand/Company
   3. Name the Promotional Mix element.
   4. (Email Me ☺)
2. Listen to a Radio Announcement
   1. Name the music channel
   2. What was said?
   3. Name the Advertising Media.
3. Online Advertising
   1. Draw the online ad
   2. Name the website where the ad was located.
4. Publicity
   1. Give a shout-out to your favorite product on Social Media.
   2. Upload Pic on weebly.
5. Loyalty Marketing Program
   1. Take a pic with you and the LMP!, upload on weebly.

-You can borrow from a friend, if need be.

1. Direct Marketing
   1. Look in your mailbox for advertising! (I have black sharpie to black out addresses)
   2. Forward me an email.
2. It’s Halloween, someone somewhere has to have a Sales Promotion.
   1. Name of the Sales Promotion
      1. Link/Picture of the Sales Promotion.

\*\*if a picture, upload on weebly.

1. Factory Pack
   1. Look around your house or at the store – take a pic.
2. Specialty Media:
   1. Bring it to school! (show and tell)
   2. Specialty Media fall under what two elements of the *Promotional Mix*.
3. Product Placement
   1. Watch a show/movie – name a product in the show/movie.

100pts

* + 1. Email ☺