



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

## Marketing LAP 6A: Promotion

<b>DoDEA Benchmarks</b>	3.10	3.11	
<b>Business/Computer Standard(s)</b>			
◆ Identify various forms of public relations activities			
<b>Unit Objectives</b>			
◆ explain the role of promotion			
<b>Text</b>	Marketing Essentials		
<b>Resources</b>	Unit 6: Chapters 19 Student Activity Workbook Student Templates		

**Time Frame**    6 hours (suggested)

### CHAPTER 19: WHAT IS PROMOTION?

#### Introduction

Imagine that you are going to buy a can of soda; the store has only two kinds--POP A and POP B. They both come in purple cans and the name is printed the same way on both cans. They both cost the same amount; both have the ingredients listed on the back of the can. How would you choose one?

- |       |      |                       |             |
|-------|------|-----------------------|-------------|
| _____ | READ | pp. 242-253           |             |
| _____ | DO   | QUESTIONS and PROJECT | attached    |
| _____ | DO   | WORKBOOK              | pp. 113-118 |
| _____ | DO   | WORKBOOK              | pp. 111-112 |

**Turn in assignments (in order) when Chapter 19 is completed.  
Questions are to be completed on computer and printed.**

**QUESTIONS - CHAPTER 19**

**Vocabulary (p. 254)**

What is *promotion*? Describe two kinds of promotion.

What is *advertising*?

What is *publicity*? Attach an example from a newspaper or magazine

Identify two major differences between advertising and publicity.

What is *image*?

Attach an example of image advertising from a newspaper or magazine; describe the image projected and how it was created

**Critical Thinking (p. 254, #2)**

Several years ago there was a great deal of publicity involving the possible poisoning of TYLENOL tablets. Search the INTERNET for "Tylenol murders" and follow the path through "Tylenol Crisis" to find the answer to: How did the company overcome this negative publicity?

**Fact and Idea Review (p. 254)**

Explain the difference among contests, sweepstakes and rebates.

What is meant by "The Disney Company has a good promotional mix"?

**Publicity Soviet Style (p. 246)**

What important element of publicity is missing when "publicity" is paid for?

**Winning with Event Sponsorships (p. 247)**

Which kind of promotion does Olympic sponsors use? Support your answer with reasons.

**APPLICATION PROJECT (p. 255, #1 or #4)**

**Self Assessment – "I/ I can..."**

explain the role of promotion  
describe advertising and publicity

**Ask your instructor for the Review Materials**