



Name _____

Period _____

Date Started _____

Date Completed _____

Marketing LAP 6D: Promotion – Chapter 22

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
<ul style="list-style-type: none"> ◆ Identify various forms of public relations activities ◆ Demonstrate employee ethics ◆ Demonstrate good interpersonal skills at all levels ◆ Choose appropriate sales promotion tools ◆ Demonstrate proper techniques for sales, stockwork, pricing and display 			
Unit Objectives			
<ul style="list-style-type: none"> ◆ Explain how to design, prepare, maintain and dismantle displays 			
Text	Marketing Essentials		
Resources	Unit 6: Chapter 22 Student Activity Workbook Student Templates		
Time Frame	6 hours (suggested)		

CHAPTER 22: VISUAL MERCHANDISING AND DISPLAY

_____	READ	pp. 282-293	
_____	DO	WORKBOOK	pp. 133-138
_____	DO	QUESTIONS and PROJECTS	attached

Turn in work as instructed

QUESTIONS and PROJECTS

Vocabulary

What are complementary colors? What are adjacent colors? How should they be used?

Case Study (p. 292)

From your experience and the Case Study information, who is the traditional customer for Florsheim shoes?

Why is Florsheim attempting to change its image?

Why has the company kept its traditional wing tips and formal shoes along the back of the store?

What has the company done to maintain its traditional customer base?

Communication (p. 294-5)

This assignment (which may be done in PowerPoint) should include a sketch or visual of the display layout with props indicated.

APPLICATION PROJECT (p. 295 #1)

PROJECT

Create a display following all the “rules” in the chapter. This could be set up on a bookshelf or in a box; see your teacher for setup instructions.

Self Assessment – “I/I can...”

differential between visual merchandising and display

explain how exterior and interior features contribute to a store’s image