



Name _____

Period _____

Date Started _____

Marketing LAP 6B: Promotion - Chapter 20

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 ◆ Choose appropriate sales promotion tools 			
Unit Objectives			
<ul style="list-style-type: none"> ◆ explain the purpose and types of advertising media 			
Text	Marketing Essentials		
Resources	Unit 6: Chapter 20 Student Activity Workbook Student Templates		
Time Frame	6 hours (suggested)		

CHAPTER 20: ADVERTISING MEDIA

Introduction

Today there are many more media for advertising than there were just 10 years ago! Infomercials and home shopping through cable TV or the Internet are recent developments in this area.

_____	READ pp. 256-263	
_____	DO QUESTIONS and PROJECT	attached
_____	DO WORKBOOK	p. 120
_____	DO WORKBOOK (Computer Activity)	p. 125-26

**Turn in assignments (in order) when Chapter 20 is completed.
Questions are to be completed on computer and printed.**

QUESTIONS - CHAPTER 20

Critical Thinking (p. 268, #2)

Think of two situations in which institutional advertising would be better than promotional advertising (because promotional advertising would be inappropriate or inadequate).

Identify the target audience, the kind(s) of print media and a specific example—such as a magazine name or type of publication-- n which you would choose to advertise the following:

	TARGET AUDIENCE	KIND(S) OF PRINT MEDIA	EXAMPLE
African-American fashion dolls for children ages 7-12			
A new line of rain jackets and pants			
Vitamins			
A movie			
A watch that costs \$1,150			
A computer networking system			
Legal services			

Case Study (p. 262)

Prepare a short survey and ask 10 people (of different ages, sexes and occupations) to answer it. For each of the three kinds of advertising described in the Case Study, ask people if they think it is "right" (ethical) to do this kind of advertising in schools and ask why they think it is right or wrong.

Prepare a summary table of the answers and a short written summary.

APPLICATION PROJECT (p. 269) #3(a-c) This should include sketches or storyboards

Self Assessment – “I/ can/...”

- describe advertising and publicity
- identify the various media and the advantages\disadvantages of each

Ask your instructor for the Review Materials