



Name _____

Period _____

Date Started _____

Marketing LAP 6C: Promotion – Chapter 21

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 		
Unit Objectives		
<ul style="list-style-type: none"> ◆ explain the role of promotion ◆ explain the purpose and types of advertising media ◆ prepare print advertising ◆ explain how to design, prepare, maintain and dismantle displays ◆ describe the work of public relations specialists 		
Text	Marketing Essentials	
Resources	Unit 6: Chapter 21 Student Activity Workbook Student Templates	
Time Frame	6 hours (suggested)	

CHAPTER 21: PREPARING PRINT ADVERTISEMENTS

Introduction

You work for an advertising agency and your team must come up with some ideas for a promotion for a voice-activated night light. One member of the team has suggested an ad for print media using a bright red background (to catch the reader’s attention), a large picture of the light, a small print description of how it works and the name of the manufacturer. The ad will run in Teen and Hair Styling magazines. **Before you read this chapter**, see if you can find the problems with this suggestion.

_____	READ pp. 270-279	
_____	DO WORKBOOK	p. 127
_____	DO WORKBOOK	p. 129
_____	DO WORKBOOK	pp. 130-131
_____	DO QUESTIONS and PROJECT	attached
_____	DO WORKBOOK (Computer Activity)	pp131-2

Turn in assignments (in order) when Chapter 21 is completed.

NAME _____

DATE COMPLETED _____

QUESTIONS - CHAPTER 21

Communication (p. 280, #2)

From a newspaper or magazine, select three ads that use illustration primarily to establish a mood. Clip the ads to individual sheets of paper. Underneath the ad, identify the tone you think was intended and describe the elements that created that tone.

Critical Thinking (p 280, #4)

What special concerns would you have in designing a print ad for a product to be used by senior citizens?

APPLICATION PROJECTS (p. 281, #1 and 3)

Combine these two projects so that your product and copy from #1 are the introductory offer in #3.

<i>Self Assessment – “I/ I can...”</i>
<input type="checkbox"/> create print ads, with headlines, copy, illustration, and signature

Ask your instructor for the Review Materials