



Name _____

Period _____

Date Started _____

Date Completed _____

Marketing LAP 6E Promotion – Chapter 23

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"> ◆ Understand the nature and role of public relations 		
Text	Marketing Essentials	
Resources	Unit 6: Chapters 23 Student Activity Workbook Student Templates	
Time Frame	6 hours (suggested)	

CHAPTER 23: PUBLICITY AND PUBLIC RELATIONS

_____	READ pp. 297-303	pp. 297-300
_____	DO QUESTIONS and PROJECTS	
_____	DO WORKBOOK	pp. 141-144
_____	DO WORKBOOK (Computer Activity)	pp. 145-146

Turn in work as instructed

QUESTIONS

Fact and Ideas Review (p. 304)

Explain the difference between publicity and public relations.

Distinguish between employee, customer and community relations.

Give three examples of public relations events.

Performance Assessment (p. 305)

Develop several public relations activities for each area of your audience (employees, customers, general public). Your presentation can be done as a booklet (word processing) or a PowerPoint presentation.

Self Assessment – “I/Can/...”

discuss the nature and scope of publicity and public relations

Ask your instructor for the Unit Test