DoDEA Business and Computer Technology

Marketing
LAP 6C: Promotion – Chapter 21

DoDEA Benchmarks 3.10 3.11

Business/Computer Standard(s)
♦ Identify various forms of public relations activities
♦ Demonstrate employee ethics
♦ Demonstrate good interpersonal skills at all levels
♦ Choose appropriate sales promotion tools

Unit Objectives
♦ 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.
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.

Self Assessment – “I/I can…”

☐ create print ads, with headlines, copy, illustration, and signature

Ask your instructor for the Review Materials