**Marketing**

**4.02: Understand promotional channels used to communicate with targeted audiences**

**Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Using the LAP Booklet; answer the following questions as they are given to you.**

1. **What is Advertising Media?**
2. **Give two examples of advertising media**
3. **Define publication & give two examples.**
4. **There are four main factors in which newspapers differ. What are they?**
5. **What is the difference between a consumer magazine and a business magazine?**
6. **What is an example of a business magazine ad and a consumer magazine ad?**
7. **What are two facts regarding magazine and newspaper advertisements?**
8. **Two examples of broadcast media.**
9. **Why is broadcast media considered time media?**
10. **What percentage of Americans subscribe to the following:**

**Cable television: \_\_\_\_\_\_\_% b. Satellite television: \_\_\_\_\_\_% c. Both:\_\_\_\_\_% d. None: \_\_\_\_\_%**

1. **What are the two platforms a direct mailing takes?**
2. **List one positive & one negative of direct mailings.**
3. **What are three places in which you could see a panel/billboard?**
4. **What is a spectacular?**
5. **Where would you find a transit poster?**
6. **Define human directional.**
7. **What is one example of an aerial?**
8. **What are the 3 criteria an item must possess in order to be considered Specialty media?**
9. **What information does directory advertising provide a customer with about a business?**
10. **How can movie theatre advertising occur?**
11. **Name a movie or television show that has used product placement.**
12. **How can telemarketing be accomplished?**
13. **What is dvd advertising?**
14. **What does SMS stand for?**
15. **How are companies using the virtual world to advertise their products?**
16. **What are two ways consumers can avoid advertisers?**
17. **Do you think human billboards are an effective way for a company to advertise?**

**Assignment: Working by yourself or with a partner; find the most unique/peculiar example of the following forms of advertising. With 15 minutes left in class we will vote on who has the best.**

**Examples include: Magazine Advertisement, Direct Mailer, Billboard outside a building, Billboard on or inside a building, Spectacular, Transit Poster, Human Directional, Aerial Advertisement, Specialty advertisement, Movie Theatre Ad, Product Placement, & Virtual World.**

**Create a human billboard promotion. Try to be as outrageous as possible. Keep in mind it needs to be placed in an area that can be seen and must be school appropriate.**