**International Marketing**

**Activity 9.01**

**Promotional Strategy**

**Assignment #1: 9.1: International Promotional Strategies Assignment**

* + Read the Winning Strategies Case Study on MTV & Answer the two Think Critically Questions
  + Define Each Vocabulary word from section 9.1 (206-211)
  + Answer the two checkpoint questions (p. 207 & p. 210)
  + Answer questions 1-4 on p. 211

**Assignment #2: The International Communication Process Model**

**Sender 🡪 Encoder 🡪 Message Channel 🡪 Message Decoding 🡪 Receiver 🡪 Feedback (Noise)**

**Choose a commercial & explain the following:**

1. Who is the **sender** of the message?
2. What message is the advertiser trying to **encode?** Meaning what language, symbols, backgrounds, images & emotions do they use to design a message?
3. What is the **message channel** being used to deliver the encoded message?
4. What target audience is the encoded message intended to be **decoded** by**?** What cultural understanding is required to properly translate this ad?
5. If you were the decoder of the message, what **feedback** would you provide the sender? Do you think the sender did a good job encoding their message?
6. What, if any, **noise** could interfere with the communication of the message?

**Assignment #3: Notes on the Seven Steps Used in a Promotional Campaign.**

1. **Form 7 groups of 4-5 students**
2. **Each group needs the following:**
   * **Posterboard, Markers, Textbook**
     1. Term/Concept Listed in Big, Bold Lettering
     2. Definition of term & concept
     3. Sentence with term underlined
     4. Example of how a company would use the concept
     5. Example of a negative consequence that could occur from incorrectly or not using concept
     6. Illustration to support the concept
     7. Last group with Poster briefly recaps each step.

**Assignment #4:**

**Create an international promotional campaign to take your Children’s Story product to a foreign country. Use all seven steps of setting a promotional strategy to accomplish this task. You can work individually or with a partner.**

**Create a PowerPoint or Type a paper that addresses each section heading for each of the seven steps:**

* 1. ***Identify target audiences*:** Who are the customers you are trying to reach? Why this particular group of customers?
  2. ***Set communication goals*:** What are you trying to accomplish with your promotion strategy? More sales? Improve company image? Improve country-image? Informing customers about a new product or business? Increasing market share? Etc.
  3. ***Develop a promotion budget:***
  + *Competitive parity:* matching what your competition spends
  + *% of sales method*: budgeting based on a certain % of expected sales
  + *Affordable method:* spending all that a company can afford
  + *Objective and task method:* advertisers predict the amount of promotion needed to reach goals. This is the best method.
  1. ***Develop a media strategy:***Design a strategy using the advertising media or vehicles used to carry a message to an audience. Which combination of these will you use, and why?
  + *broadcast media*: television and radio
  + *print media:* newspapers and magazines
  + *outdoor media*: billboards, posters and signs
  + *social (electronic) media:* internet and cellular
  1. ***Select a promotional mix*:** identify the mix of promotional tools you will use
* Advertising
* Sales promotions
* Publicity/public relations
* Personal selling
* The *frequency* (how often to run each ad) and *reach* (how many people in the target market are exposed to the ad).

1. ***Implement the plan:* (**skip this in the write-up)
2. ***Evaluate campaign effectiveness*:** how will you go back later and evaluate how effective the campaign has been?

**This assignment is due Monday, May 4 in Edmodo.**