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**Marketing**

***4.01: Acquire a foundational knowledge of promotion to understand its nature & scope***

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

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**Warm-up: Choose a product you’ve purchased within the last several months.**

* What made you want or need to buy it?
* How did you hear about the product?
* How did you know where to buy product?
* How did you know about the price or how much it would cost?

**From this lesson you should be able to understand the following:**

a. Define the term promotion.

b. List users of promotion.

c. Describe the benefits of using promotion.

d. Describe the costs associated with the use of promotion.

e. Describe types of promotional objectives.

f. Discuss the relationship of promotion and marketing.

**Objective A: Think of a commercial. Describe it on a piece of paper. Explain what it communicates to you.**

**Besides commercials; list one advertisement you have seen or heard recently that caught your attention.**

**What was being promoted? How was it being promoted? Why was it effective?**

**Objective B: List users of promotions.**

**Politicians are individuals that frequently use advertisements to promote themselves by insulting their opponent. Do you think its ethical for politicians to use negative advertisements about their opponents in their political campaigns?**

**Why or Why Not? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Do you think Dave Wilson’s campaign approach was appropriate? Yes No**

**Give one reason to support your answer.**

**Objective C: Benefits of advertising. Of all the benefits listed for advertising which one do you think has the biggest effect? List the benefit & why you feel it is most important.**

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**Objective D: Costs of Advertising.**

**Super Bowl commercials are projected to cost $4 million for a :30 second commercial on CBS this year. According to AdAge.com; the return on investment is not always guaranteed. Last year 108.4 million people watched the super bowl with businesses seeing mixed reviews.**

* **In your opinion do you think a company should invest that much money on a :30 second commercial?**

***Why or Why Not?***

* **Wonderful Pistachios is rumored to be using Miley Cyrus in its ad campaign this year. Do you think she is a good fit for this company? *Why or Why Not?***
* **Crash the Super Bowl Contest.** **Of the commercials viewed in class; name two you think might be semi-finalist.**

**Objective E: Persuade, Remind, Inform.**

**Find one magazine ad (3 total) that represents an example of each promotional tactic being used. Label each advertisement and explain why you feel it fits that description.**