Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_\_\_\_\_

**Marketing**

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

***Part B: Explain types of Promotion***

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

**Warm-up: List the three objectives of a promotion.**

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

a. Define the following terms: product promotion, primary product promotion, secondary product promotion,

institutional promotion, public service, public relations, and patronage.

b. Identify types of product promotion.

c. Describe the uses of product promotion.

d. Identify types of institutional promotion.

e. Describe uses of institutional promotion.

f. Discuss the advantages of promotional activities.

g. Discuss the disadvantages of promotional activities.

**Directions: Define the following terms and be able to understand how each is used.**

**Product Promotion**

**Primary Product Promotion**

**Secondary Product Promotion**

**Institutional Promotion**

**Public Service Announcement**

**Public Relations**

**Patronage**

**Activity #1:**

**Locate one example each of institutional and product promotion in magazines or on the internet. If magazine ads label and staple the promotions to this paper. Explain why you believe it is institutional or product promotion. If taken from the internet save the ads in a PowerPoint and label the slide according to advertisement used and include explanation as well.**

**Activity #2: Of the top ten Public Service Advertisements viewed; which one was most effective and why?**

**Activity #3: Choose any organization or celebrity to create a press release for. You will be graded based on content as well as formatting. Both are crucial in advertising.**

A **press release** (also called a news release, press statement, or media release) is a document designed for members of the news media. The purpose of a press release is to announce and notify the news media of something that an organization or individual claims is newsworthy.

A press release provides reporters with the basic information they need to create a news story. Businesses create press releases with the primary goal of **attracting favorable media coverage***.* The goal of a press release is therefore twofold:

1. To generate **coverage** of a particular topic in the **news media**. The press release must convince reporters that its topic is something that is worthy of a news story.

2. To generate more **positive news** than negative for the organization behind it. A press release has failed if the majority of the news coverage that results does not positively impact that company advertised.

**A Press Release Includes the Following:**

* Using Microsoft Word; create a document that uses a 2” Top Margin & 1” Margins for left, right, & bottom.
* Create a header that represents your company information (All relevant contact information & company logo)
* Begin the Press Release with the words “FOR IMMEDIATE RELEASE” in capital letters. These three words at the top of a document are what indicate that it is a press release.
* A **headline** that will catch an editor or reporters eye. Such headlines are often the exact words that you hope will become the headline of a news article that a reporter creates.
* A **date** and **location**. Just like an article in a newspaper, the first words of the press release, after the headline, should by the date of the release and the location (city and state) that the organization is releasing the news. So, if your organization is Seattle-based, it would say “June 8, 2012. Seattle, Washington” and go from there. Go ahead and use June 8 as the date since this is the day well be presenting them in class.
* The **text** of the press release. These are usually short paragraphs written in the style of a newspaper article. This is where the real action of a press release is.
* **Contact information** for the organization that created the press release. Usually in the form of “for more information, contact. . .” This can appear at the top of the press release, just below the header but before the headline, or at the very end of the release.
* The **closing**, which lets reporters know when they’ve reached the end and there isn’t another page. The typical form of this is three pound signs, “###”.
* **An example of a press release is on Ms. Shaffer’s Website:** [**www.melissa1shaffer.weebly.com**](http://www.melissa1shaffer.weebly.com)
* **Save press release as classperiod\_lastname\_press release: 1\_schwartz\_press release**