**9.0 Substitute International Marketing Assignment Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**I have completed the following regarding Unit 9.0**

* Promotional Campaign for short Story Yes No **Grade: \_\_\_\_\_\_\_**
* Ad Campaign for Cuba Yes No **Grade: \_\_\_\_\_\_\_**
  + If not done to a level that Ms. Gill could read & appreciate do college assignment
* Sales Promotions from Shark Tank Yes No **Grade: \_\_\_\_\_\_\_**

**Unit 9.1 Assignment**

1. **How could Ardrey Kell High School use the AIDA process for prom?**
   1. Create Awareness, Build Interest, Make it Desirable, & Call to Action
2. **Explain how the communication process could be used to conduct a prom proposal.**

**Unit 9.2 Assignments**

1. Create an Ad Campaign for the college you plan on attending post high school. If you do not plan on attending high school; create an ad campaign for the University of Michigan. Your campaign must promote a specific sports team from their campus. The goal of the campaign is to increase home attendance & ticket sales.
   1. Type out each step of the campaign & explain how you would accomplish it
      1. Can be done in paper format or via PowerPoint
      2. The advertisement you create needs to use one of the six advertising themes
         1. Direct v. Indirect
         2. Comparative
         3. Emotional appeals v. Sophistication
         4. Humor
         5. Gender Roles
         6. Popular v. Traditional
2. Create an organizational ad for a company of your choice.
   1. Focus of ad is on brand image not products they sell
      1. Example: NFL ads for Play 360

**Unit 9.3 Assignment**

1. Give an example of how a salesperson could accomplish the **Sales Process** for a job at Best Buy
   1. Pre-Approach for Big Screen TV department
   2. Approach a customer who comes to your department
   3. An objection a customer could have regarding time, price, source, or need
   4. An example of what you could say to close the sale & guarantee they will purchase the item
   5. One thing you could do to follow up and build goodwill with customer
2. Name a career that uses **commission** as part of their salary. Would you is one advantage & one disadvantage of this type of job.
3. Create a sales promotion for Best Buy
   1. Example: Coupon, Rebate, Premium, Incentive, Rewards Program, etc…
   2. Explain why the promotion is effective and identify why Best Buy would use these although they take away from overall profit