

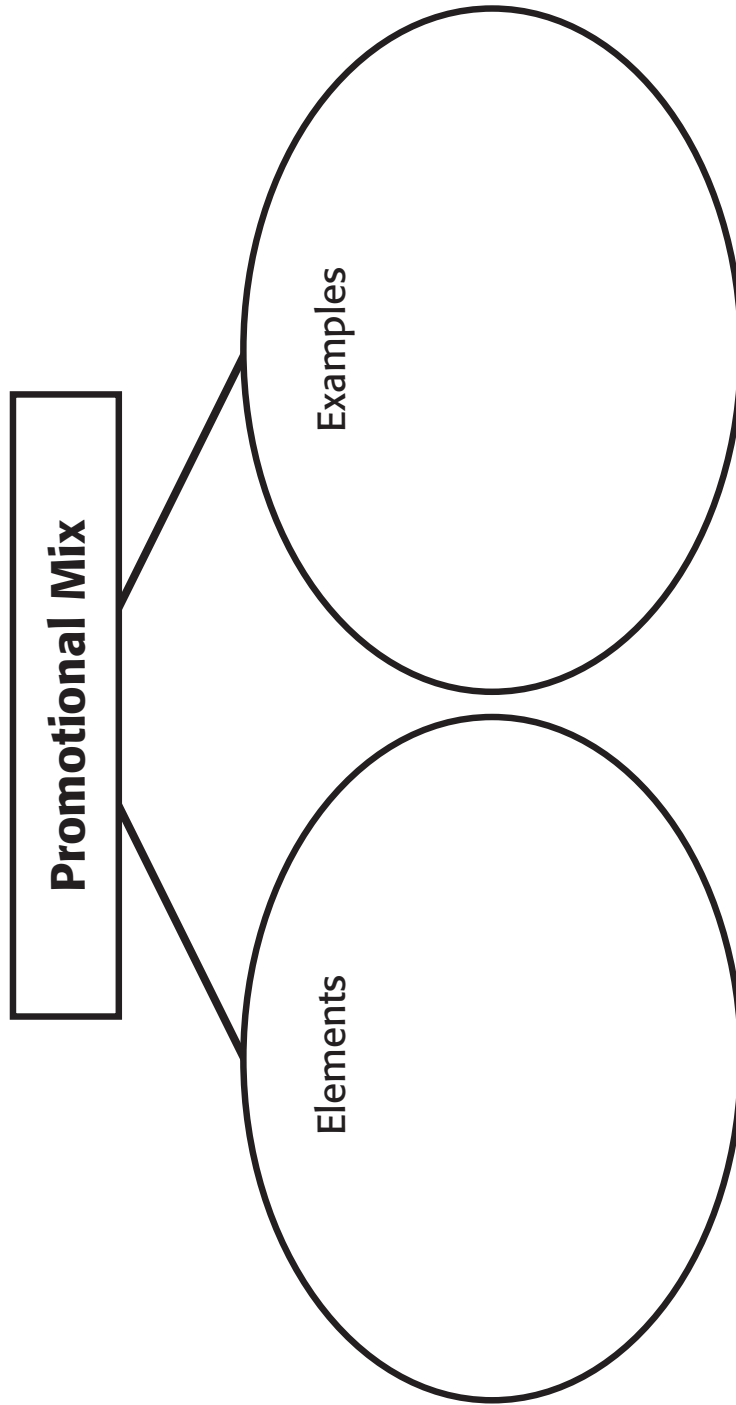
Graphic Organizer

Section 17.1

PROMOTION AND PROMOTIONAL MIX

Graphic Organizer

Directions: Draw this chart and write in the elements of the promotional mix.



Graphic Organizer Section 17.2

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TYPES OF PROMOTION

Graphic Organizer

Directions: Draw this chart to list examples for each type of sales promotion.

