Name _____ Date _____ Class _____

Unit 6 Promotion

Marketing Internship Project Worksheet

Directions Conduct research on social media (i.e., Facebook, Twitter, YouTube) and look for reasons why it should be part of the company's promotional mix. Write a summary of your findings and note examples found. Then create a viral ad campaign for the launch of the new hybrid automobile.

Summary of Findings

Examples:

Suggested Viral Ad Campaign to launch the new hybrid automobile

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