
Chapter 17 Promotional Concepts and Strategies

Section 17.2 Types of Promotion

Green Marketer Activity: Green Premiums

Directions Choosing eco-friendly premiums (low-cost giveaway items) is one way to make promotional items more environmentally conscious. Research these premiums and answer the following questions.

1. List at least three other marketing strategies mentioned in Chapter 17.

2. How they could be made more eco-friendly?
