

Chapter 17 Promotional Concepts and Strategies

Promotional Mix

Directions Use this graphic organizer to evaluate a residential ad, an Internet ad, and a television ad.

	Product or Service	Availability	Seller	Target Audience
Residential Ad				
Internet Ad				
Television Ad				

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Social Media

Directions Use this graphic organizer to relate student's social media usage to corporate advertising on those sites.

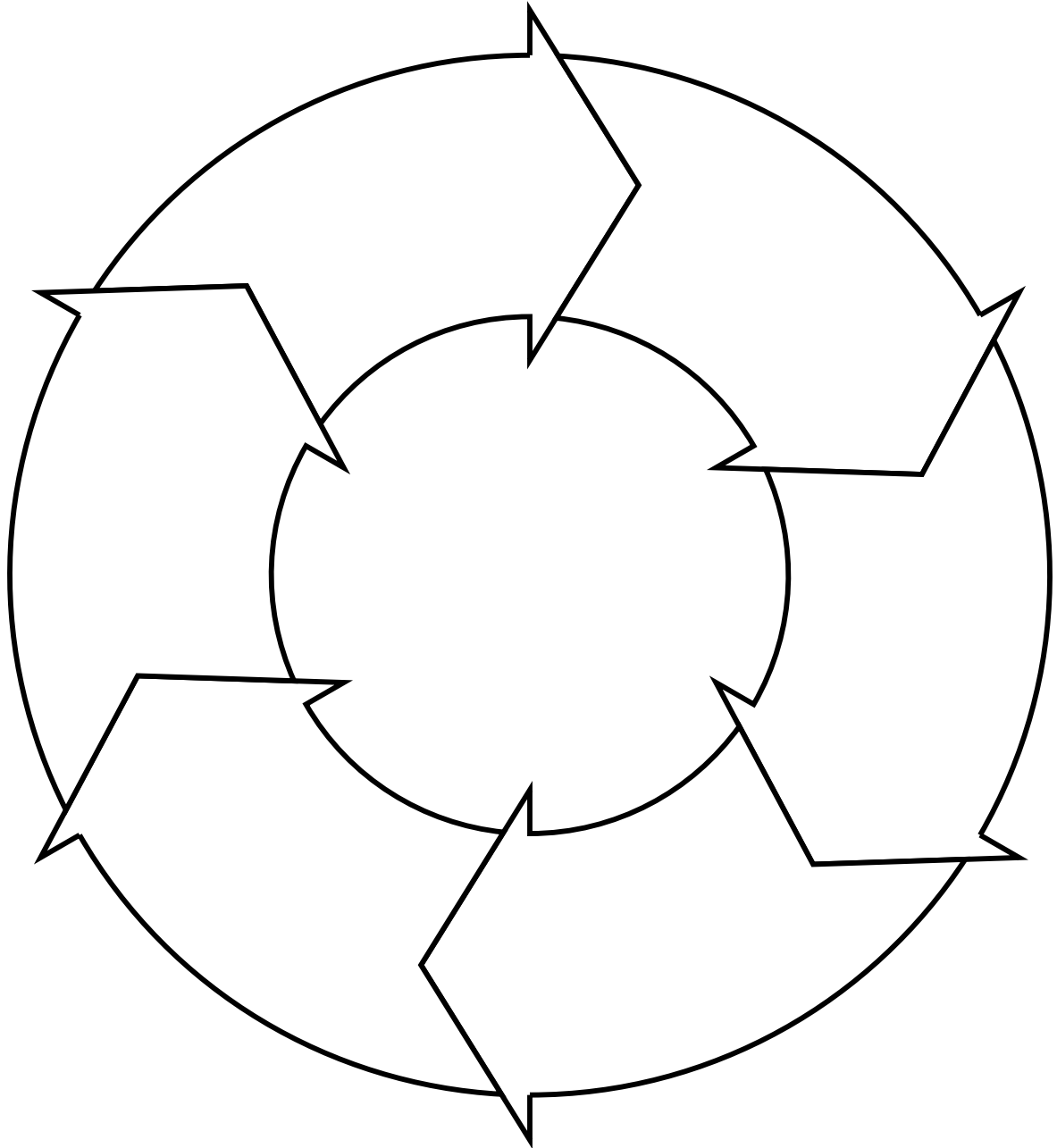
Social Network	Use	Do Not Use

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Six Steps for Developing a Promotional Mix

Directions Use this graphic organizer to discuss the six steps that go into developing a promotional mix.



Chapter 17 Promotional Concepts and Strategies**Evaluating Promotional Mix**

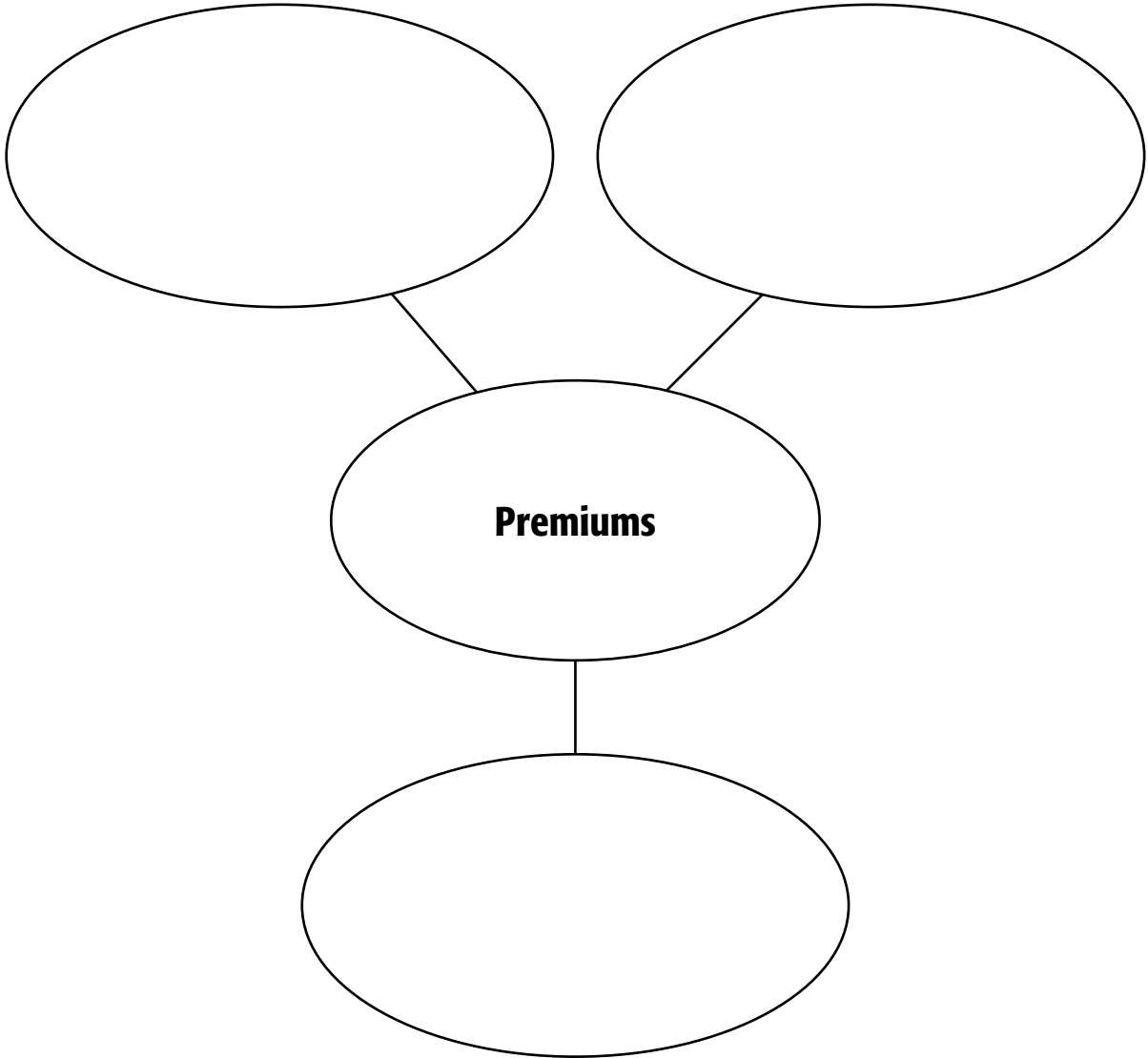
Directions Use this graphic organizer to evaluate three different ads for the same product or service.

	Ad #1	Ad #2	Ad #3
Realistic			
Coordinated			
Complement each other			
Build awareness			
Reach the target market			
Create sales			
Measured for results			

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Premiums

Directions Use this graphic organizer to evaluate three different types of premiums



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Consumer Promotions

Directions Use this graphic organizer to list examples of each type of consumer promotion.

Coupons	Premiums	Deals	Incentives
Product Samples	Sponsorship	Tie-Ins, Cross-Promotion, Cross-Selling	Product Placement
Loyalty Programs	Online Loyalty Programs	Point-of-Purchase Displays	