Unit 3 - Promotional Concepts & Strategies

Content Area: **Business Education**
Course(s): **Marketing**
Time Period: **November**
Length: **6-7 Blocks**
Status: **Published**

Enduring Understandings

Samples

To develop an effective promotional mix a company must create attainable promotional goals.

To be effective in the field of marketing you must understand each type of promotion and the purpose of the promotion.

It is important to understand the audience when choosing the type of promotion to use.

Essential Questions

Samples

What is the concept of promotional mix?

Is advertising the most widely used form of promotion? Why or Why not?

What is the difference between trade and consumer promotions?

How does a company determine the types of promotion that would best help to increase profits or public image?

Content

Vocabulary:

Promotion

Product Promotion

Institutional Promotion

Advertising

Direct marketing

Sales promotion

Public relations

News release

Publicity

Promotional mix

Push policy

Pull policy

Skills

Bloom's Taxonomy

Explain the role of promotion in business and marketing

Identify the various types of promotion

Distinguish between public relations and publicity

Write a news release

Describe the concept of the promotional mix

Define sales promotion

Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs

Resources

Standards

CRP.K-12.CRP1.1	Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.
CRP.K-12.CRP3.1	Career-ready individuals understand the relationship between personal health, workplace performance and personal well-being; they act on that understanding to regularly practice healthy diet, exercise and mental health activities. Career-ready individuals also take regular action to contribute to their personal financial well-being, understanding that personal financial security provides the peace of mind required to contribute more fully to their own career success.
CRP.K-12.CRP4.1	Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice, and organization, and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to ensure the desired outcome.
PFL.9.1.12.D.4	Assess factors that influence financial planning.
PFL.9.1.12.D.5	Justify the use of savings and investment options to meet targeted goals.