

# Unit 4 - Promotional Decisions

Content Area: **21st Century Life & Careers**  
Course(s): **Business and Consumer Math**  
Time Period: **Semester 1**  
Length: **3 Weeks**  
Status: **Published**

## Unit Introduction

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## Standards

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3.2-3.5; 4.1, 4.4; 6.5-6.6; 8.1-8.2; 9.2

BUS.9-12.I.1	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
BUS.9-12.V	Marketing Research
BUS.9-12.IV	The Marketing Mix
BUS.9-12.IV.1	Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
BUS.9-12.IV.1.A	Products and Services
BUS.9-12.IV.1.A.5	Product Mix
BUS.9-12.IV.1.D	Promotion
BUS.9-12.IV.1.D.2	Sales Promotion
BUS.9-12.IV.1.D.3	Public Relations and Publicity
BUS.9-12.VI	The Marketing Plan
BUS.9-12.III.1.F	Culture

## Essential Questions

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1. What is the importance of promotion to business?
2. What is Integrated Marketing Communications (IMC) and how does it relate to the promotional plan?
3. What are the three basic advertising objectives and the two basic categories?
4. What are the major trends in personal selling?
5. What is the impact of public relations, publicity and cross-promotion in a business?

## Content / Skills

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## CONTENT

- The role of promotion in marketing
- The functions of promotion
- Types of promotion
- Advantages/disadvantages of each form of promotion
- Personal selling trends
- Integrated marketing communication strategies
- Public relations, publicity and cross promotion tactics
- Role of the salesperson
- Functions of a sales manager

## SKILLS

- Critique effective and ineffective forms of promotion
- Develop a promotional plan, including media selection and scheduling
- Create a print ad
- Analyze print ad and analyze according to AIDA concept
- Create a product idea for guerilla marketing