# **Unit 4: Promotion**

Content Area: 21st Century Life & Careers
Course(s): Business and Consumer Math

Time Period: Semester 1
Length: 3 Weeks
Status: Published

#### **Unit Introduction**

### **Standards**

9.4.N.(1); 9.4.N.(2); 9.4.N.(5); 9.4.N.(6);

BUS.9-12.IV.1.A.5 Product Mix

BUS.9-12.IV.1.A.6 Service Extensions
BUS.9-12.IV.1.A.7 Product Life Cycle

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.C Economic Issues

BUS.9-12.III.1.D Competitive Environment

### **Essential Questions**

1. What is the importance of promotion?

### **Content / Skills**

### **CONTENT**

- The promotional mix [1]
- Types of promotion | SEP|
- Visual merchandising and disply
- Advertising media sep
- Media planning and selection
- Promotional budget
- Advertising campaign
- Advertising Layout

## SKILLS [1]

- Explain the role of promotion in business and marketing
- □ Identify types of promotion
- Describe the concept of promotional mix
- Identify the elements of visual merchandising
- Understand the role of visual merchandisers on the marketing team
- Identify different types of advertising media
- Create an advertising campaing
- Explain the role of an advertising agency
- Create a print advertisement