

# 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

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## Standards

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

BUS.9-12.II.1.B	Segmentation and Target Markets
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

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1. What is the importance of promotion?

## Content / Skills

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### CONTENT

- The promotional mix <sup>[L]</sup><sub>[SEP]</sub>
- Types of promotion <sup>[L]</sup><sub>[SEP]</sub>
- Visual merchandising and display
- Advertising media <sup>[L]</sup><sub>[SEP]</sub>
- Media planning and selection
- Promotional budget
- Advertising campaign
- Advertising Layout

## SKILLS

- 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 campaign
- Explain the role of an advertising agency
- Create a print advertisement