*Marketing Dynamics* Unit 7

# Activity 7-2 Promotional Mix

## Directions

In Activity 7-1, you identified the goals for your promotional plan. Now you will decide which elements of the promotional mix to use. Fill out the tables that appear in the activity below.

## Activity

1. Select the promotional elements you would like to use for this plan—advertising, sales promotion, public relations, and personal selling. After you select the elements, list the specific activities under each element in the corresponding table. For example, if you are using public relations, you may decide to create a press kit and a press release for a new product or service. Assume there is a marketing coordinator and a marketing communications person who will be on your team. Add additional lines if necessary.
2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity7-2.docx (i.e., JohnSmith\_UnitActivity7-2.docx).

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| **Advertising** | | |
| Select from print and broadcast media options listed in Chapter 18. | List specific plans that will be necessary for the activity. | Team Member |
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| **Sales Promotion** | | |
| Select from coupons, rebates, promotional items, samples, loyalty programs, contests and sweepstakes, trade shows, and displays listed in Chapter 17. Add any additional ideas. | List specific plans that will be necessary to execute the activity. | Team Member |
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| **Public Relations** | | |
| Select from press releases, press kits, a press conference or event sponsorships, and add any additional ideas. | List specific plans that will be necessary to execute the activity. | Team Member |
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| **Personal Selling** | | |
| List any inside-sales or outside-sales activities. | List specific plans that will be necessary to execute the activity. | Team Member |
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