Project 4 :: Promo Blitz



Principles of Marketing

**Description:**

This project acquaints you with types of promotion and the promotional mix. You will work individually and in teams to examine types of promotion, gather and discuss examples of promotions, and identify the elements of a local business's promotional mix. Each of you will keep a ***Promo Blitz Journal*** in which to record your research throughout the project.

**Timeframe**: 1 1/2 weeks

**Driving question**: What methods do businesses use to promote their product(s) and themselves?

**Quiz**: 4A

**Promo Blitz Journal**: 100 points

Advertising

Sales Promotion

PR/Publicity

**Group Reflection:** 50 points

**Calendar of Events**

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| **November 2014** | | | | | | |  |
| **Sun** | **Mon** | **Tue** | **Wed** | **Thu** | **Fri** | **Sat** | **Notes:** |
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| 2 | 3 | 4 | 5 | 6 | 7 | 8 | Nov 3: Begin Project 4 – Promo Blitz |
| Nov 11: Veterans Day |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | Nov 13: Promo Blitz Journals **DUE** |
| Nov 14: **QUIZ 4A**  Nov 13: Group Reflection **DUE** |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |  |
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| 23 | 24 | 25 | 26 | 27 | 28 | 29 | Nov 27: Thanksgiving Day |
| Nov 29: OSU v. Michigan (GHC) |
| 30 |  |  |  |  |  |  |  |
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**TEAM 1:** Gavin &Melinda

**TEAM 2:** Kyle & Nicole

**TEAM 3:** Jordan & Kiersten

**Promo Blitz Journal**

You are required to keep individual journals in which to record your research on the different types of promotion. The first section will be about advertising. ***The Promo Blitz—Advertising*** handout (on page 5 of this packet) explains the first research assignment and indicates the individual journal questions that you should answer after completing your research of advertising. After completing the research and answering the individual questions, the teams come together to discuss and share their findings. The team then answers the team question on the journal handout.

The second section of the journal is about sales promotion. ***The Promo Blitz—Sales Promotion*** handout (on page 6 of this packet) explains the research assignment and indicates the individual journal questions that you should answer after completing your research of sales promotion. After completing the research and answering the questions, the teams come together to discuss and share their findings. The team then answers the team question on the journal handout.

The final section of the journal is about public relations and publicity. ***The Promo Blitz—PR/Publicity*** handout (on page 7 of this packet) explains the research assignment and indicates the individual journal questions that you should answer after completing your research of PR and publicity. After completing the research and answering the questions, the teams come together to discuss and share their findings. The team then answers the team question on the journal handout.

Group Reflection

After all journals are completed, students will retrieve a marketing plan from www.mplans.com (used during Project 2 :: Marketing Plan Analysis) to review the information about the business's promotional activities. In teams, students will answer the questions on page 7 of this packet.

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| **Project 4: Promo Blitz—Advertising Handout** | |
| **Directions** | Today, the focus of the *Promo Blitz* is on advertising. Locate an example of advertising from each of the categories of advertising media listed below. If possible, cut out or print the advertisement and paste it in your *Promo Blitz* journal. (If you cannot physically put the advertisement in your journal, jot down a description of the ad in your journal.) Then answer the following journal questions for each advertisement on the corresponding page of your journal.  After everyone in your group has done their individual research and writing, discuss your findings **in detail** with your teammates. Discuss the team question with your team members as well. |
| **Advertising Media** | The categories of advertising media are:   * Publications * Broadcast Media * Direct Mail * Web * Out-of-Home Media * Other Media |
| **Individual**  **Journal Questions** | 1. What category of advertising media does this advertisement fall into? 2. What specific type of advertising media is this advertisement? 3. Is this an example of institutional or product promotion? 4. If it is product promotion, is it an example of primary or secondary product promotion? |
| **Team Question** | 1. What trends do you think are affecting advertising media? 2. How are word of mouth marketing and direct marketing used in advertising? |

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| **Project 4: Promo Blitz—Sales Promotion Handout** | |
| **Directions** | Today, the focus of the *Promo Blitz* is on sales promotion. Locate an example of a sales promotion from each of the categories of sales promotion listed below. If possible, cut out or print the sales promotion and paste it in your *Promo Blitz* journal. (If you cannot physically put the sales promotion in your journal, jot down a description of it in your journal.) Then answer the following journal questions for each type of sales promotion on the corresponding page of your journal.  After everyone in your group has done their individual research and writing, discuss your findings **in detail** with your teammates. Discuss the team questions with your team members as well. |
| **Sales Promotion** | Categories of sales promotion include:   * Consumer Sales Promotions * Trade Sales Promotions * Business-to-Business Sales Promotions * Point-of-Purchase (POP) Displays |
| **Individual**  **Journal Questions** | 1. What category of sales promotion does this example fall into? 2. What specific type of sales promotion is this example? |
| **Team Questions** | 1. What are some differences between advertising and sales promotion? 2. Why do businesses use sales promotion? 3. What are similarities and differences between coupons and rebates? 4. How do contests, sweepstakes, and games differ? 5. What trends do you think are affecting sales promotion? 6. How are word of mouth marketing and direct marketing used in sales promotion? |

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| **Project 4: Promo Blitz—PR/Publicity Handout** | |
| **Directions** | Today, the focus of the *Promo Blitz* is on public relations/publicity. Locate an example of a public relations/publicity tool specified in the list below. If possible, print the public relations/publicity tool and paste it in your *Promo Blitz* journal. (If you cannot physically put the public relations/publicity tool in your journal, jot down a description of it in your journal.) Then answer the following journal questions for each type of public relations/publicity on the corresponding page of your journal.  After everyone in your group has done their individual research and writing, discuss your findings **in detail** with your teammates. Discuss the team questions with your team members as well. |
| **Public Relations/ Publicity** | Locate an example of a public relations/publicity tool that:   * Communicates with a targeted audiences * Communicates P.R. messages to the media * Uses Internet technology |
| **Individual**  **Journal Questions** | 1. What is the purpose of this public relations/publicity tool? 2. What specific type of public relations/publicity tool or communication channel is this example? |
| **Team Questions** | 1. What is the role of public relations/publicity in business? 2. What are some advantages and disadvantages associated with public relations/publicity? 3. How are word of mouth marketing and direct marketing used in public relations/publicity? |

**Project 4: Promo Blitz—Group Reflection**

**Directions**: Retrieve the selected marketing plan from your folder or notebook, and review information about the business’s choice of promotional activities. As a group, answer the following questions in the spaces provided:

1. How does the company plan to promote its products?

2. Do the promotional activities support the company’s promotional objectives? Why or why not?

3. Why would these promotional activities be appropriate for the product in its current life-cycle phase?

4. How would you modify the company’s promotional activities as the products move through its their life cycle?

5. Recommend additional promotional activities the company could use that would effectively reach its target market. Why did you select those promotional activities?

6. What promotional activities would be appropriate for the class’s nonprofit business? Why?