

**Advertising & Promotion
Standard 2
Listening Guide**

Use the PowerPoint to fill in the missing words

Students will understand and demonstrate knowledge of Promotion

Objective 2.1

Define Promotion:

Why is Promotion Important?

- ▶ Since businesses must continually promote their organizations, products and policies to gain customer acceptance, you will need to learn successful promotional strategies.
- ▶ These strategies make up the

Objective 2.2 –

What is the Promotional Mix?

- ▶ The promotional mix is a combination of the different types of promotion. There are four basic types of promotion:

- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____

Advertising

- ▶ Advertising is any _____ form of non-personal promotion of ideas, goods or services. Advertising can be found anywhere from magazines, TV and

internet to anything that is _____ communication.

Publicity /Public Relations

- ▶ _____ - The method or activities of establishing and promoting a favorable relationship with the public.
- ▶ _____ is part of public relations and involves placing newsworthy information about a business, product or policy in the media.
- ▶ It's mostly _____.



Personal Sales

- ▶ Personal sales are when individuals make contact with potential buyers _____-to-_____ to promote their business, products or policies.

Sales Promotion

- ▶ Sales promotion represents all marketing activities other than the three already mentioned, like:
 - ❖ _____
 - ❖ _____
 - ❖ _____
- ▶ Used to stimulate consumer purchase immediately.
- ▶ Factors affecting the promotional mix:
 - ❖ _____
 - ❖ _____

- ❖ _____
- ❖ _____

Match the examples below to one of the 4 strategies in the promotional mix:

(advertising, publicity, personal sales, sales promotion)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Advantages & Disadvantages

Advertising:

Advantages –

Disadvantages –

Public Relations/Publicity:

Advantages –

Disadvantages –

Personal Sales:

Advantages –

Disadvantages –

Sales Promotion:

Advantages –

Disadvantages –

Different Types of Sales Promotions

- ▶ **Trade Promotions** – sales promotion activities are designed to gain manufacturers’, wholesalers’ and retailers’ support for a product. More money is actually spent on promoting to businesses than to consumers.

Major trade promotions include:

- _____
- _____
- _____

- ❖ **Slotting** – paid by the manufacturer to the retailer for placing their new products on the shelves, store advertising and display costs.
- ❖ **Buying Allowances** – a price discount given by manufactures to retailers to encourage them to buy more.
- ❖ **Trade shows & Conventions** – designed to reach wholesalers

and retailers to display new products and/or increase sale of previous products.

Different Types of Consumer Sales Promotions

- ▶ **Premiums** – _____

- ▶ **Incentives** – generally products earned through contest, sweepstakes and rebates
- ▶ **Product Samples** – _____

- ▶ **Product tie-in's or co-operative advertising**- cost sharing arrangement whereby both a supplier and advertiser pay for advertising & promo
- ▶ **Product placement** – product recognition developed by featuring products in _____

- ▶ **Visual Merchandising & Display**– coordination of all physical elements to project the right image to its consumers. Displays refers to the artistic and visual aspects used to present a product.
- ▶ **Loyalty Programs** – _____

