

## Lesson Plan – The Promotional Mix

**Course Title:** Marketing

**Session Title:** The Promotional Mix

**Performance Objective:**

- Upon completion of this lesson, the student will be able explain the combination of elements making up the promotional mix.

**Specific Objectives:**

- Students will explain the five major factors that affect the promotional mix.
- Students will describe the seven steps in the promotional planning process.

### Preparation

**TEKS Correlations:**

This lesson, as published, correlates to the following TEKS. Any changes/alterations to the activities may result in the elimination of any or all of the TEKS listed.

- **124.32(c)(3)(A)**  
...explain the marketing concept.
- **124.32(c)(25)(B)**  
...describe types of promotion.
- **124.32(c)(25)(C)**  
...explain the concept of promotional mix.
- **124.33(c)(10)(A)**  
...discuss trends affecting marketing.

**Interdisciplinary Correlations:**

**English:**

**110.42(b)(6)(A) – Vocabulary Development**

...expand vocabulary through wide reading, listening, and discussing.

**110.42(b)(6)(B) – Vocabulary Development**

...rely on context to determine meanings of words and phrases such as figurative language, idioms, multiple meaning words, and technical vocabulary.

**110.42(b)(7)(F) – Reading/comprehension**

...identify main ideas and their supporting details.

**110.42(b)(7)(G) – Reading/comprehension**

...summarize texts.

**110.42(b)(7)(J) – Reading/comprehension**

...read silently with comprehension for a sustained period of time.

**Economics:**

**118.2(c)(8)(B) – Economics**

...analyze how financial institutions affect households and businesses.

**Teacher Preparation:**

**References:**

1. Marketing, Third Edition, James L. Burrow, Southwestern Cengage Learning
2. Marketing Essential, McGraw Hill
3. USA Today and local newspapers

**Instructional Aids:**

1. Marketing PowerPoint presentation
2. Independent Practice Activity – National Brand Research
3. Independent Practice Activity – Effective Advertising Research
4. National Brand Research Rubric
5. Effective Advertising Research Rubric
6. Extension Enrichment Assignment – Evaluating Product Promotion
7. Evaluating Product Promotion Rubric
8. Internet

**Materials Needed:**

1. Construction paper
2. Scissors and glue
3. Poster board
4. Current newspapers and magazines

**Equipment Needed:**

1. Computers for students to complete projects
2. Projector for PowerPoint presentation
3. White or chalk board

**Learner Preparation:**

1. Students draw a sketch of a seven-step staircase and fill in the steps as stages of promotional planning are covered in class.
2. Ask students to use the Internet to learn the company objective or mission for successful businesses in the United States. Then explain the importance of the promotional objective to accomplish the company goals. Ask students to write their personal objective or mission after high school. Businesses must keep their eye on the ultimate objective just like students must keep focused on their objective in life.

**Lesson Plan****Introduction (LSI Quadrant I):**

1. Ask students to look up the definition of chaos. The promotional mix must have objectives and direction to avoid chaos in a company. Every person in the company must be aware of the promotional mix and the strategies for accomplishing the goals of the promotional mix.
2. Ask students to visualize the grocery store where their family shops. What types of displays does the store use to attract shoppers? Lunchbox snacks are frequently displayed on the end of an aisle in a large colorful cardboard school bus and items for special occasions such as Thanksgiving are typically grouped

together for convenience and reminders. Ask students to name things they think are important to consider when designing a retail display. List the answers on the board.

3. Ask students to define target market. Then ask students to define the target market for their age group at their school. What types of promotions at a restaurant would entice their target market?


**Important Terms for this Lesson:**

- promotional mix-the combination of advertising, public relations, personal selling, and sales promotion
- promotional plan-blueprint for how the elements of the promotional mix swill work together

**Outline**










**Outline (LSI Quadrant II):**

Instructors can use the PowerPoint presentation, slides, handouts, current events, the Internet, and note pages in conjunction with the following outline.

MI	Outline	Notes to Instructor
	I. Explain the Five Major Factors that Affect the Promotional Mix A. Promotional Objective B. Target Market C. Marketing Mix D. Company Philosophy E. Resources	A. Different types of promotions are better suited for certain objectives. B. Personal selling is good for products that can be demonstrated. C. The marketing mix (type of product, price, and its distribution) affect the promotional mix. D/E. Company values are incorporated into the company philosophy.
	II. Describe the Seven Steps in the Promotional Planning Process A. Research and analyze market B. Select target market C. Identify objectives D. Set budget	A. Explain how marketers can conduct market research or use existing research to gain an

	<p>E. Develop promotional mix  F. Implement plans  G. Evaluate results</p>	<p>understanding of the market.  B. Target markets should be selected based on the opportunities identified in the research.  C. Key characteristics of the target market must be identified to fully understand what might motivate the target market to buy the product.  D. Once a budget has been set, the marketer can decide the appropriate mix of advertising, public relations, personal selling, and sales promotion.</p>
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**Copy and paste Multiple Intelligences Graphic in appropriate place in left column.**

								
Verbal Linguistic	Logical Mathematical	Visual Spatial	Musical Rhythmic	Bodily Kinesthetic	Intra-personal	Inter-personal	Naturalist	Existentialist

**Application**

**Guided Practice (LSI Quadrant III):** The teacher will show students an examples of an advertising campaign (these can be purchased from DECA Images – [www.deca.org](http://www.deca.org)). Students can analyze the campaign to determine if the target market was reached through the proper promotional mix and if the budget was effectively used for the appropriate media.

**Independent Practice (LSI Quadrant III):**

Students will be split into group of 2 or 3 members. Each group will be allowed to select either the National Brand Research Activity or the Effective Advertising Research Activity. Students will begin the project in class and complete it as a homework assignment to be presented in class at a later date.

1. Groups of two to three students will choose a national brand and research how it uses advertising, public relations, personal selling, and sales promotion to effectively grow the business. The team will prepare a report and PowerPoint presentation on the specific promotional efforts of the brand and why those strategies have worked for that company.
2. Groups of two to three students will select an advertisement from a magazine or newspaper and show the ad to eight people, asking them the following questions:
  - a. What is the message for this ad?
  - b. What does the ad tell you about the company that is running it?
  - c. Does the ad make you want to buy this product or use this service?
  - d. What other promotions are being used by this company?

Students will write a summary of the findings from the research and present their results in the form of a PowerPoint presentation to the class.

**Summary****Review (LSI Quadrants I and IV):**

**Q:** What are five factors that are considered for the promotional mix?

**A:** The five factors to consider for the promotional mix are promotional objective, target market, marketing mix, company philosophy, financial resources.

**Q:** What is the main purpose of research in the promotional planning process?

**A:** The main purpose is to understand the target market.

**Q:** What are the seven steps in the promotional planning process?

**A:** The seven steps in the promotional planning process are research and analyze the market, select the target market, identify promotional objectives, set the promotional budget, develop the promotional mix, implement the promotional plan, and evaluate the results.

**Q:** Why is it important to evaluate the results of the promotional plan?

**A:** The evaluation determines the amount of success and what changes may be needed for the future.

**Evaluation****Informal Assessment (LSI Quadrant III):**

1. Instructor will observe students during Independent Practice assignments, and class participation, during introduction discussion and PowerPoint discussions.
2. Instructor will assist individuals as needed.

**Formal Assessment (LSI Quadrant III, IV):**

1. Independent Practice Activity - National Brand Research will be evaluated using the National Brand Research Rubric.
2. Independent Practice Activity – Effective Advertising Research will be evaluated

using the Effective Advertising Research Rubric.

3. Extension Enrichment Assignment Evaluating Product Promotion will be evaluated using the Evaluating Product Promotion Rubric.

**Extension/Enrichment (LSI Quadrant IV):**

Teams of students (2 or 3 people) will identify a product or service that is commonly promoted. The team must discuss the form of promotion used and the message conveyed in each promotion. Based upon this information, the students must determine the target market that the company is trying to reach and the promotional objective the company is trying to achieve. Each team will present their information in a PowerPoint to the class and field questions asked after the presentation.

## **Independent Practice Activity – National Brand Research**

Your team will choose a national brand and research how it uses advertising, public relations, personal selling, and sales promotion to effectively grow the business. This assignment includes preparing a report and PowerPoint Presentation on the specific promotional efforts of the brand and why those strategies have worked for that company. You will print your PowerPoint presentation on a handout consisting of three slides per sheet. You will present your information and PowerPoint presentation to the class.

## **Independent Practice Activity – Effective Advertising Research**

Select an advertisement from a magazine or newspaper and show the ad to eight people, asking them the following questions:

- a. What is the message for this ad?
- b. What does the ad tell you about the company that is running it?
- c. Does the ad make you want to buy this product or use this service?
- d. What other promotions are being used by this company?

Your team will prepare a summary of the findings from your research and present the results in the form of a PowerPoint presentation to the class.

**Extension/Enrichment Assignment —Teams Consisting of Two or Three Students**

Student Name\_\_\_\_\_

Student Name\_\_\_\_\_

First your team must identify a product or service that is commonly promoted. Outline the form of promotion used and the message conveyed in each promotion. Based upon this information, your team must determine the target market that the company is trying to reach and the promotional objective the company is trying to achieve. Using a minimum of seven slides, your team will present this information in a PowerPoint presentation to the class and field questions asked after the presentation.

## National Brand Research Rubric

**Brand** \_\_\_\_\_

Student Name: \_\_\_\_\_

CATEGORY	20	15	10	5
<b>Advertising</b>	Fully defined for company growth strategy.	Defined advertising but did not relate an advertising plan to company growth.	Incomplete explanation for the advertising and growth plans for the company.	Slightly defined advertising plan that had no defined relationship with company growth.
<b>Public Relations</b>	Fully defined for company growth strategy.	Defined public relations but did not relate an advertising plan to company growth.	Incomplete explanation for public relations and growth plans for the company.	Slightly defined public relations plan that had no defined relationship with company growth.
<b>Personal Selling</b>	Fully defined for company growth strategy.	Defined personal selling but did not relate an advertising plan to company growth.	Incomplete explanation for personal selling and growth plans for the company.	Slightly defined personal selling plan that had no defined relationship with company growth.
<b>Sales Promotion</b>	Fully defined for company growth strategy.	Defined sales promotion but did not relate an advertising plan to company growth.	Incomplete explanation for sales promotion and growth plans for the company.	Slightly defined sales promotion plan that had no defined relationship with company growth.
<b>Overall Quality of the PowerPoint Presentation</b>	All four elements thoroughly covered to describe a growth strategy for the company.	All four elements mentioned but not fully covered to describe a growth strategy for the company.	All four elements described but not related to a growth strategy for the company.	Incomplete information that does not support a full company growth strategy.

Total Score \_\_\_\_\_

Maximum 100 Points

## Effective Advertising Research Project Rubric

Student Name: \_\_\_\_\_

CATEGORY	20	15	10	5
<b>Research Strategy</b>	Well organized and explained research strategy.	Well organized research strategy needed better explanation.	Research completed in an unorganized manner lacking consistency when conducting surveys.	Last minute research completed with little thought.
<b>Accumulated Results from Surveying 8 People</b>	All responses recorded and provided in computer-generated table.	All responses recorded in hand written document.	Responses not recorded but reported on from the team's notes.	Responses shared with audience but no document to verify.
<b>Reported Survey Results</b>	All results well defined.	Results explained but needed more depth.	Incomplete results reported.	Results had no documentation for validation.
<b>Summary Based on Results</b>	Fully defined for company growth strategy.	Defined sales promotion but did not relate an advertising plan to company growth.	Incomplete explanation for sales promotion and growth plans for the company.	Slightly defined sales promotion plan that had no defined relationship with company growth.
<b>Presentation of Results to the Class</b>	Thoroughly defined the research procedure, information collected, and supported the conclusion.	Explained the research process and answers from participants but did not provide a conclusion based on responses.	Incomplete explanation of the survey process and no conclusion given.	Incomplete information that only include a conclusion from the study.

Total Score \_\_\_\_\_

Maximum 100 Points

**Extension/Enrichment Assignment**  
**Evaluating Product Promotion Rubric**

Student Name: \_\_\_\_\_

<b>CATEGORY</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5</b>
<b>Defined Product Being Promoted</b>	Product well defined.	Product explained but needed more explanation.	Product lacked explanation needed for understanding.	Product not defined, team assumed the audience already knew the product.
<b>Outlined the Promotion</b>	Thorough, easy to use outline.	Complete outline that could use more content.	Basic outline that needed more content.	Incomplete outline missing key components.
<b>Defined the Message for the Promotion</b>	Promotional message well defined.	Promotional message given an acceptable definition.	Incomplete promotion message definition.	Promotional message not clearly revealed.
<b>Defined the Target Market</b>	Fully described the target market.	Solid description of the target market that needed additional demographics.	Briefly defined the target market.	Assumed the audience already knew the definition for the target market.
<b>Quality of Overall PowerPoint Presentation</b>	Excellent presentation that thoroughly covered all points.  7 or more slides	Solid presentation that covered all basic concepts.  5 – 7 slides	Good presentation missing some key elements.  3-5 slides	Incomplete presentation that did not fulfill the task.  3 or less slides

Total Score \_\_\_\_\_  
 Maximum 100 Points.