

Lesson Plan – Types of Promotion in the Marketing Mix

Course Title: Marketing

Session Title: Types of Promotion in the Marketing Mix

Performance Objective:

- Upon completion of this lesson, the student will be able to define different types of promotion.

Specific Objectives:

- Students will explain the advantages and disadvantages of advertising as a type of promotion.
- Students will describe the ways that public relations can be used to generate publicity.
- Students will identify the benefits and drawbacks of using personal selling to promote a product or service.
- Students will explain the advantages and disadvantages of using short-term incentives as sales promotions.

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)(A)**
...explain the communication process as used in promotional activities.
- **124.32(c)(25)(B)**
...describe types of promotion.
- **124.32(c)(25)(C)**
...explain the concept of promotional mix.
- **124.33(c)(26)(A)**
...identify types of advertising media.
- **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 Essentials, McGraw Hill
3. USA Today and local newspapers

Instructional Aids:

1. Marketing PowerPoint presentation – Types of Promotion – Advantages and Disadvantages
2. Learner Preparation Activity #1
3. Learner Preparation Activity #2
4. Independent Assignment –Team Assignment -Up-Selling Assignment
5. Up-Selling Assignment Rubric
6. Independent Assignment – Individual Assignment –Forms of Media Advertisement
7. Forms of Media Advertisement Rubric
8. Extension Assignment – Personal Sales Promotion Rubric
9. Internet

Materials Needed:

1. Construction paper
2. Scissors and glue
3. Poster board

Equipment Needed:

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

Learner Preparation:

1. Using Activity Worksheet #1, students will describe examples of activities that result in positive and negative publicity for a business like an automobile manufacturer, restaurant, etc. Activity takes about 10 minutes. Or complete Activity #2.
2. Using Activity Worksheet #2, students will brainstorm a list of types of advertising and then discuss which forms are the most effective and why. Activity takes about 10 minutes.

Lesson Plan

Introduction (LSI Quadrant I):

1. Survey students to determine how many watch for sales on the items that they purchase the most frequently. What type of communication do students count on to inform them about sales?
2. Ask students to think about politicians and the strategies that they use for publicity. Conduct a class discussion to define effective and ineffective publicity strategies.
3. Ask students to bring examples of sales promotions to class. Examples might include coupons on the package; enter to win, and new larger size


Important Terms for this Lesson:




- advertising-any form of paid, non-personal communication that uses mass media to deliver a marketer’s message to an audience
- broadcast media-a signal is sent from a central transmitter to receivers in a geographic area
- publicity-any non-paid communication about a product
- public relations (PR)-the effort to reach consumers by generating positive publicity
- personal selling-person-to-person communication with a potential customer in an effort to inform, persuade, or remind the customer to purchase an organization’s products or services
- sales promotion-any activity or material that gives consumers a direct incentive to buy
- up-selling – the process of encouraging customers to purchase the larger size of a product (the next size up of a soft drink or fries, a 2 year warranty instead of a 1 year warranty on a product)

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
	<ol style="list-style-type: none"> I. Describe Advantages and Disadvantages of Advertising as a Type of Promotion <ol style="list-style-type: none"> A. Advantages <ol style="list-style-type: none"> 1. Efficient medium to reach a wide audience 2. Very controllable, repeatable form of promotion delivering the same message again and again 3. Advertisements can reach people throughout the world B. Disadvantages <ol style="list-style-type: none"> 1. Cost can be very expensive, especially for smaller companies 2. Advertising can be impersonal-no 	<ol style="list-style-type: none"> A. Show students the latest Clio Awards for top television commercials. B. Explain that one 30-second commercial shown during the Super Bowl can cost \$2.6 million. Ask students what must be included

	<p>instant feedback</p> <p>3. Technology makes it easy for the audiences to tune out advertisements</p>	<p>in a cost-effective television commercial.</p>
	<p>II. Discuss the Types of Mass Media Advertising</p> <p>A. Direct mail</p> <p>B. Internet</p> <p>C. Magazines</p> <p>D. Newspaper</p> <p>E. Outdoor</p> <p>F. Radio</p> <p>G. Television</p>	<p>A. Ask students to rate the seven types of mass media according to which type has the most influence on their purchase decisions.</p> <p>D. Discuss why newspapers are struggling due to other forms of up-to-date communication.</p>
	<p>III. Explain the Advantages of and Disadvantages of Public Relations</p> <p>A. Advantages</p> <ol style="list-style-type: none"> 1. Publicity is valuable due to third-party objective source 2. Relatively inexpensive <p>B. Disadvantages</p> <ol style="list-style-type: none"> 1. Hard to control 2. Relies on third-party media outlets 	<p>A. Ask students to explain what actions or involvements can result in positive publicity.</p> <p>B. Ask students to recall a celebrity or athlete who has done something that resulted in negative publicity. What can be done to turn around the image? How do schools and youth acquire negative publicity?</p>
	<p>IV. Explain the Advantages of and Disadvantages of Personal Selling as a Type of Promotion</p> <p>A. Advantages</p> <ol style="list-style-type: none"> 1. Personal contact 2. Feedback from the customer is 	<p>A. Survey the class to determine how many students have sold merchandise for fund raisers. Ask</p>

	<p>immediate</p> <p>3. Sales presentation is flexible</p> <p>B. Disadvantages</p> <ol style="list-style-type: none"> 1. Per-person cost 2. Only reach one customer at a time 	<p>students what made this task difficult. Then ask students what strategies helped them to increase sales.</p>
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	<p>V. Explain the Advantages of and Disadvantages of Sales Promotion</p> <p>A. Advantages</p> <ol style="list-style-type: none"> 1. Generates short-term sales 2. Sales promotion results are usually measurable <p>B. Disadvantages</p> <ol style="list-style-type: none"> 1. Focuses on short-term results 2. Builds relationships on incentives rather than true preference of brand 3. Cost of providing the incentives 	<p>A/B. Ask students to recall television commercials that advertise special promotions. If these promotions are advertised every weekend, what happens to the validity of the message?</p> <p>Ask students to give an example of a special promotion at one of their favorite restaurants. The advantage of the promotion is increasing short-term business. The disadvantage occurs when prices are increased after the 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 give students examples of advertising, publicity, personal selling, and sales promotion. Go to www.deca.org to download a sample of last year's winning Public Relations Project or locate a national brand promotional campaign on the internet and have students discuss the advertising, publicity, personal selling and sales promotion that are within each campaign. Discuss the target market in the campaign; define key elements and promotional strategies of the campaign.

Independent Practice (LSI Quadrant III):

1. Students will research up-selling and add-on sales. Using the Up- Selling Team Assignment, students will develop personal selling strategies for employees at a national amusement park to up-sell gate admission tickets. The goal is to sell a customer a summer season pass instead of one day admission to the park
2. Using the Forms of Media Advertisement, students will design a poster board collage that represents the seven forms of media advertising. The poster must show solid examples for direct mail, Internet, magazine, newspaper, outdoor (example: picture of billboard), radio campaign (example: advertisement of the radio station's promotion on a billboard or in a newspaper/magazine advertisement), and television advertisements.

Summary

Review (LSI Quadrants I and IV):

Q: Which form of advertising has the best chance of emotionally moving a viewer?

A: Television

Q: What is the biggest disadvantage of public relations?

A: Public relations is difficult to predict and control.

Q: What types of products are best suited for personal selling?

A: Products that can be effectively demonstrated are good for personal selling.

Q: How can the short-term result of a sales promotion be positive and negative?

A: The promotion increases short-term sales but does not develop brand loyalty.

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. The Independent Practice Activity Up-Selling Team Assignment will be evaluated using the Up-Selling Assignment Rubric to assess the quality of the PowerPoint presentation as well as the research and personal selling strategies.
2. The Independent Practice Activity Forms of Media Advertisement Individual Assignment will be evaluated using the Forms of Media Advertising Poster Rubric.

Extension/Enrichment (LSI Quadrant IV):

Students will break into teams of two people. Each team will select a product and present a personal sales presentation for that product in a demonstration to the class. The presentation must also include a special sales promotion.

Up- Selling Assignment Independent Practice Assignment —Team Assignment

Up- selling is the process of encouraging consumers to purchase the bigger package or the year subscription instead of the ½ year subscription. This process is frequently used by amusement parks to convince consumers to buy a two-day pass instead of the one-day pass. Add-on sales involve selling additional features or upgrades to products such as computers or new homes. Suggestion selling is frequently used by fast food restaurants to encourage customers to order larger portions or the meal deals.

Assignment: Your team has been hired by a popular national amusement park to develop personal selling strategies for employees at a national amusement park to up-sell gate admission tickets. The goal is to sell a customer a summer season pass instead of one day admission to the park. You will prepare a PowerPoint presentation to describe the product/service offered at the amusement park, the up sell product, promotion of the up sell product, personal selling strategy for employees, and the target market for this promotion. The PowerPoint presentation should contain a minimum of 7 slides.

Independent Practice Assignment —Individual Assignment Forms of Media Advertisement

Directions: Design a poster board collage that represents the seven forms of media advertising. The poster must show solid examples for direct mail, Internet, magazine, newspaper, outdoor (example: picture of billboard), radio campaign (example: advertisement of the radio station's promotion on a billboard or in a newspaper/magazine advertisement), and television advertisements.

Learner Preparation Activity #2—Team Project

Directions: Complete this assignment as a team of two students. Your team has 10 minutes to list forms of advertising in the table. Complete the second column of the table by explaining if the form of advertising is effective and why/why not. Be prepared to discuss your information with the class.

Form of Advertising	Explain if the form of advertising is effective.

Extension Assignment

Personal Sales Promotion Rubric

Student Name: _____

CATEGORY	25	20	15	10
Message/ Communication	Message clearly relayed to the prospective customer	Acceptable message that could be improved with practice and detail	Message described the product but did not present a reason for purchase	Message not convincing for the prospective customer
Description of the Product	Well defined product giving consumers reasons to buy	Acceptable description of the product, presentation needed more enthusiasm	Product describe, no reasons to buy	Incomplete description of the product
Demonstration of the Product	Excellent, convincing product demonstration	Product demonstration to prospective customer could use more enthusiasm	Product demonstrated to consumers but presentation lacked reasons to buy the product	Product demonstration lacked descriptive information and reasons to purchase
Overall Sales Presentation	Excellent presentation that demonstrated good team effort	Good presentation that could be improved with practice	Fair presentation that could be improved with better content and more practice	Poor presentation that lacked effort

Total Score _____

Maximum 100 Points

Forms of Media Advertising Poster Rubric

Student Name: _____

CATEGORY	20	15	10	5
Direct Mail Advertising	Excellent solid examples with subtitles on the poster	Excellent examples without subtitles on the poster	Examples without subtitles on the poster	Example did not portray form of media advertising
Internet Advertising	Excellent solid examples with subtitles on the poster	Excellent examples without subtitles on the poster	Examples without subtitles on the poster	Example did not portray form of media advertising
Television and Radio Advertising	Excellent solid examples with subtitles on the poster	Excellent examples without subtitles on the poster	Examples without subtitles on the poster	Example did not portray form of media advertising
Magazine and Newspaper Advertising	Excellent solid examples with subtitles on the poster	Excellent examples without subtitles on the poster	Examples without subtitles on the poster	Example did not portray form of media advertising
Outdoor Advertising	Excellent solid examples with subtitles on the poster	Excellent examples without subtitles on the poster	Examples without subtitles on the poster	Example did not portray form of media advertising

Total Score _____

Maximum 100 Points

Up- Selling Assignment Rubric

Student Name: _____

CATEGORY	20	15	10	5
Description of Amusement Park Product/Service and Up Sell Product or Service	Thoroughly described the product/service and the up sells	Thoroughly described the product/service but did not clearly address the up sells	Description of the product/service and up sells needed more clarification	Incomplete description of the product/service and up sells
Description of the Target Market and	Well defined target market	Target market addressed but needed more description	Target market mentioned but not defined	Did not describe the target market
Description of the Promotion	Well defined promotion	Described the promotion, but more detail needed for clearer understanding	Made reference to a promotion that was not defined	Did not describe the promotion
Personal Selling Strategy for Employees	Thorough step-by-step process described for personal selling	Described the personal selling strategy but did not list a step-by-step process	Referred to parts of the personal selling strategy	Incomplete information for a personal selling strategy
Overall Quality of the PowerPoint Presentation	Excellent, all assigned tasks completed effectively 7 or more slides	Good, assigned tasks completed 5-7 slides	Fair, one task missing and other tasks satisfactory 3-5 slides	Poor, missing more than one assigned task 3 or less slides

Total Score _____
Maximum 100 Points