Chapter 12

**Activity 11-2 Promotional Mix**

**Directions:** Complete the following steps to select elements of the promotional mix that you would use for your products or services.

1. What elements will you incorporate in your promotional plan: advertising, sales promotion, electronic promotion, and public relations?

<<Place Answer Here>>

1. For each of the element of the mix you selected, define which type of specific vehicle you will use. For example, if you select advertising, will you use print or broadcast?

<<Place Answer Here>>

1. After you have selected your promotional mix, list each type and record in the following chart. Research the advantages and disadvantages of each.

**Promotional Mix**

|  |  |  |
| --- | --- | --- |
| Promotional Mix | Advantages | Disadvantages |
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1. 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*\_Activity11-2.docx (i.e., JohnSmith\_Activity11-2.docx).