Unit 7

**Activity 7-2 Promotional Mix**

**Directions:** In Activity 7-1, you identified the product or service for your promotional plan as well as the theme. Now you will decide which elements of the promotional mix you will use.

1. As you have learned in the text, not all elements of the promotional mix are usually used for a campaign. However, if more than one element is used, it will be necessary to use an integrated marketing communications (IMC) approach so that each element is effective. Select the promotional elements you would like to use for this plan—advertising, sales promotion, public relations, and personal selling. After you select the elements, list the specific activities under each element. For example, if you are using public relations, you may decide to create a press kit and a press release for a new product or service. Assume there is a marketing coordinator and a marketing communications person who will be on your team. Add additional lines if necessary.

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|  | **Advertising** |  |
| Select from print and broadcast media options listed in Chapter 23. | List specific plans that will be necessary for the activity. | Team Member |
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|  | **Sales Promotion** |  |
| Select from coupons, rebates, promotional items, samples, loyalty programs, contests and sweepstakes, trade shows, and displays listed in Chapter 23. Add any additional ideas. | List specific plans that will be necessary to execute the activity. | Team Member |
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|  | **Public Relations** |  |
| Select from press releases, press kits, a press conference or event sponsorships, and add any additional ideas. | List specific plans that will be necessary to execute the activity. | Team Member |
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|  | **Personal Selling** |  |
| List any inside-sales or outside-sales activities. | List specific plans that will be necessary to execute the activity. | Team Member |
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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*\_UnitActivity7-2.docx (i.e., JohnSmith\_UnitActivity7-2.docx).