Unit 7

**Activity 7-4 Budget**

**Directions:** You have identified the campaign and the promotional elements for your promotional plan. Now you will create the budget using electronic spreadsheet software.

1. Assume you have a budget of $25,000 for this promotional plan. Create a spreadsheet and list each promotional element that you have chosen. Research the cost for each activity, record, and balance your budget. If you cannot accomplish everything in the promotional plan for the assigned budget, determine which activities need to be cut or reduced to stay within the budget.

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*\_UnitActivity7-4.xlsx (i.e., JohnSmith\_UnitActivity7-4.docx).