**Marketing mix: Promotion**

**Topic:**

* **The marketing budget and promotion decisions**
* **Technology and marketing mix**

**Starter activity**

Read course book page 185-188 and resource book notes. Discuss with your partner and make notes in the space below:

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**Development activity:**

**Task 2:** Make a list of advantages and disadvantages for a business that is using the following to promote its products and services:

|  |  |  |
| --- | --- | --- |
| **Method to promote** | **Advantages** | **disadvantages** |
| **Text messages** |  |  |
| **Tweets** |  |  |
| **Blogs** |  |  |
| **Emails** |  |  |

**Informal formative**

**Time: 20 minutes**

**Total marks: 25 marks**

In groups or individually, develop your own promotion or advertising strategy for a product of your choice, with a realistic budget. Include a list of factors you will consider when deciding on the type of promotion to use. Present your promotion strategy to the class or write a short report for another group to evaluate.

**Rubrics**

1. Product: 2 marks
2. Brand name: 2 marks
3. Promotion/Advertising strategy: 5 marks
4. Factors to decide the type of promotion: 6 marks
5. Budget required: 5 marks
6. Presentation/report: 5 marks

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