

Grade 11 Promotions (30S)

A Course for
Independent Study

Field Validation Version



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GRADE 11 PROMOTIONS (30S)

Module 1

Introduction to Promotions

This module contains the following:

- Lesson 1: Introduction to Grade 11 Promotions
- Lesson 2: What is Promotions?

MODULE 1: INTRODUCTION TO PROMOTIONS

Introduction

Welcome to the first module of Grade 11 Promotions (30S). Many people think promotions is just about advertising, but it is much more than that! By the end of this module, you will see that there are many different ways that a business can promote its products and services. In Module 1, which is made up of two lessons, you will read a description of the course components and expectations. In addition, you will learn general marketing and promotions principles. You will complete one assignment, which you will send to your tutor/marker when you have finished Module 1.

Here is a list of the titles of each of the lessons in this module:

- Lesson 1: Introduction to Grade 11 Promotions
- Lesson 2: What is Promotions?

Assignments



The assignment you will have to complete in Module 1 is listed below.

Lesson	Assignment Number	Assignment Name	Marks
1		There is no assignment in Lesson 1.	
2	1.1	Promotional Mix/Innovative Promotional Strategies	18

Notes

LESSON 1: INTRODUCTION TO GRADE 11 PROMOTIONS

Overview

The first lesson of Grade 11 Promotions describes what the course is about and what you will need to do to complete the course requirements. It's like the first few days of school when the teacher tells you about your course and what you are going to learn. A description of the course components and expectations follows.

What Will You Learn in This Course?

In this course, you will learn about the many different ways a business can promote a product or service, as well as strategies on how to develop effective promotional materials. This course consists of the following seven modules:

- Module 1: Introduction to Promotions
- Module 2: Developing Promotional Strategies
- Module 3: Layout and Design
- Module 4: Promotional Mix Elements 1 (Advertising)
- Module 5: Promotional Mix Elements 2 (Direct Marketing and Personal Selling)
- Module 6: Promotional Mix Elements 3 (Publicity and Public Relations)
- Module 7: Promotional Mix Elements 4 (Sales Promotions)

Each module has one or more lessons that focus on specific aspects of promotions. In most lessons you will read a few pages and then complete one or more learning activities and/or assignments. You will learn about promotions mainly by doing things.

What Will You Need for This Course?

To complete this course, you should have access to



- a computer with Internet access. If you do not have a computer with Internet access, you will still be able to complete the course, but you need to use different ways to access information.
- a calculator
- a photocopier so that you can photocopy your assignments before mailing them to your tutor/marker
- flyers, newspapers, magazines, and other promotional items
- businesses with window displays (or the ability to go to the mall to view window displays)

If you do not have access to one or more of these resources, contact your tutor/marker.

Note

This course contains a number of pages with graphics that need to be printed in colour, two copies of each of these pages are included. One copy is in the body of the course, where it is printed in black and white. The other colour copy is in the envelope that came with the course.

Who Can Help You With This Course?

There are two people who can help you be successful in your course: your tutor/marker and your learning partner.

Your Tutor/Marker

The first person who can help you is your tutor/marker. Tutor/markers are experienced teachers who tutor independent study students and mark assignments and examinations. When you are having difficulty with something, contact your tutor/marker, who is there to help you, at any time during this course. If you are not sure how to contact your tutor/marker, phone the Independent Study Option office at 1-800-465-9915.

Your Learning Partner



The next person who can help you with your course is your learning partner. A learning partner is someone you choose who will help you learn. It may be someone who knows something about promotions, but it doesn't have to be. A learning partner could be someone else who is taking this course, a teacher, a parent or guardian, a sibling, a friend, or anybody else who can help you. Most importantly, a learning partner should be someone with whom you feel comfortable and who will support you as you work through this course.

Your learning partner can help you keep on schedule, check your work, read the course with you, look at your learning activities and respond to them, and make sense of assignments. You may even study for your final examination with your learning partner.

How Will You Know How Well You Are Learning?

You will know how well you are learning by how well you complete the following parts of the course.

Learning Activities



Completing the learning activities will help you to review and practice what you have learned in the lessons. You will **not** submit your learning activities for assessment. In other words, you will complete the learning activities and check your answers yourself, using the Learning Activity Answer Keys found at the end of each module.

Make sure you complete the learning activities, because doing so will not only help you to practice what you have learned, but will also prepare you to complete your assignments and final examination successfully. If you can't answer the learning activity questions, then you have not learned the content in the lesson and you are not ready to continue in the course. You need to go back and learn it.

Assignments



Each module in this course contains assignments that you will complete and mail or email to your tutor/marker for assessment. All the assignments are worth a total of 75% of your final mark for this course.

Please note that many assignments are accompanied by marking rubrics, which your tutor/marker will use to assess your completed assignments. The rubrics will help you to complete your assignments and receive the best marks possible.

Final Examination



The course includes a final examination, which you will write after completing Module 7, the final module in the course. You will write the final examination under supervision. It is worth 25% of your final mark for this course.

In order to write your examination, you will need to apply for it, as described below:

If you are attending school, ask your school's Independent Study Option (ISO) Facilitator to add your name to the ISO examination eligibility list. Do this at least three weeks prior to the next scheduled examination week.

If you are not attending school, check the **Examination Request Form** for options available to you. The form was mailed to you with this course. Three weeks before you are ready to write your examination, fill in the *Examination Request Form* and mail or fax it to:

ISO Registration
555 Main Street
Winkler, MB R6W 1C4
Fax: 204-325-1719
Toll Free: 1-800-465-9915

How Much Time Will You Need for This Course?

Learning through independent study has several advantages over learning in the classroom. You are in charge of how you learn and can choose how quickly you will complete the course. You don't have to wait for your teacher or classmates, and you can work as quickly as you want. You can also complete as many lessons at a time as you want. Read the next few pages to get an idea of how to pace yourself.



You will need to spend a minimum of 110 hours on this course, which would involve spending at least 45 minutes per school day to complete the course in a regular school year, or at least 90 minutes daily in a semester. Look at the following three charts and decide which chart best describes the time of year when you want to begin and complete this course.

Chart A: Semester 1

Here is a suggested timeline that you can follow if you start this course in September and need to complete it by the end of January.

Module	Completion Date
Module 1	September 15
Module 2	September 30
Module 3	October 15
Module 4	November 15
Module 5	November 30
Module 6	December 15
Module 7	January 15

Chart B: Semester 2

Here is a suggested timeline that you can follow if you start this course in January and need to complete it by June.

Module	Completion Date
Module 1	February 15
Module 2	February 28
Module 3	March 15
Module 4	April 15
Module 5	April 30
Module 6	May 15
Module 7	May 31

Chart C: Full School Year (Not Semestered)

Here is a suggested timeline that you can follow if you register for this course in September and would like to complete it by June.

Module	Completion Date
Module 1	September 30
Module 2	October 31
Module 3	November 30
Module 4	February 28
Module 5	March 31
Module 6	April 30
Module 7	May 31

Do not wait until the last minute to complete your work, since your tutor/marker may not be available to mark it immediately. Remember, it might take over a week for your work to travel through the mail, so make sure you leave enough time for that. It may also take a few weeks for your tutor/marker to mark everything and send the marks to your school.

If you need this course to graduate this school year, remember to schedule and complete your final exam by June 1.

When Do You Send in Your Assignments?



You will mail or email your completed assignments to your tutor/marker for assessment. Each time you submit something, you must include the applicable Module Cover Sheet (found at the end of Module 1, Lesson 1). The following chart shows exactly what you will be submitting to your tutor/marker.

Module	Assignments that You Will Be Sending In
Module 1	Assignment 1.1
Module 2	Assignments 2.1 to 2.5
Modules 3 and 4	Assignments 3.1 and 3.2 Assignments 4.1 to 4.4
Modules 5 and 6	Assignments 5.1 and 5.2 Assignments 6.1 and 6.2
Module 7	Assignments 7.1 and 7.2

How Do You Send in Your Assignments?

In this course, you have the choice of either mailing or emailing your assignments.

- Each time that you **mail** something, you must include the print version of the applicable Cover Sheet (found at the end of this Introduction).
- Each time that you **email** something, you must include the electronic version of the applicable Cover Sheet (found at www.edu.gov.mb.ca/k12/dl/downloads/index.html).

Complete the information at the top of the Cover Sheet before mailing or emailing it along with your assignments.

Mailing Your Assignments

If you choose to mail your completed assignments, please photocopy all of the materials first so that you will have a copy in case your package goes missing. You will need to place the applicable module Cover Sheet and assignments in an envelope and address it to

ISO Tutor/Marker
555 Main Street
Winkler MB R6W 1C4

Your tutor/marker will mark your work and return it to you by mail.

Emailing Your Assignments

If you choose to email your assignments, make sure you have saved copies of them before you send them. That way, you can refer to your assignments when you discuss them with your tutor/marker.

To email your completed assignments, you will first need to do **one** of the following:

- **If you are attending school**, please ask your ISO school facilitator (the person who signed your ISO Registration/ Admission Form) for permission to email your assignments and to determine your school's procedure for emailing assignments/unsupervised tests. Contact your tutor/marker to confirm that the course material can be marked electronically.
- **If you are not attending school**, please obtain permission directly from your tutor/marker to submit your assignments electronically.

How to Submit Your Work (files must not exceed 5 MB)

Please submit your work in the file types shown below:

- Written work: Microsoft Word files (doc) or RTF files
- Spreadsheets: Microsoft Excel files (xls)
- Pictures and graphics: JPEG or GIF files
- Scanned work: PDF files (save multiple pages on one file)

How to Send Your Email

1. Use the following format to compose your email.

To: distance.learning@gov.mb.ca
cc: [your ISO school facilitators' email address if you attend school]
Subject: [My Name] Grade 11 Promotions
Attachment: Assignment 1.1.doc
Message: Assignment 1.1, 1.2, and 1.3
Tutor/marker: _____
School: _____

2. Attach your files (files must not exceed 5 MB).
3. Email your assignments to <distance.learning@gov.mb.ca>. Do **not** email your assignments directly to your tutor/marker. Emails sent directly to tutor/markers will be returned unread.

Your tutor/marker will mark your work and return it to you by email.

What Are the Guide Graphics For?

Guide graphics appear in the margins of the course to identify a specific task. Each graphic has a specific purpose to guide you, as described below:



Assignment: This guide graphic tells you to complete an assignment, which you will send to your tutor/marker for assessment.



Internet: If you have access to the Internet, you can use it to get more information.



Learning activity: Complete this learning activity to help you review or practice what you have learned and to prepare for your assignments and final examination. You will not send the completed learning activities to your tutor/marker. Instead, you will check your answers yourself, using the answer keys provided.



Learning partner: Ask your learning partner to help you with this task.



Mail-in assignment: It is now time to mail or email your completed assignment(s) to your tutor/marker for assessment.



Time: This graphic gives you an idea of the approximate amount of time you will need to complete a lesson or an assignment. The actual time it takes to complete an assignment varies from student to student, so suggested times are just rough guides. If you complete an assignment in much less time than is suggested on the graphic, you may need to spend more time on it. If you find you are spending much more time than indicated, it may be time to move on.



Exam preparation: This graphic refers to content that is likely to be on the final examination, so make sure that you learn it well.

A Note to Teachers Using this Course as a Classroom Resource

Please note that this course includes two features that have been developed for teachers using this course as a classroom resource. First, the Specific Learning Outcome (SLO) numbers (SLO 1.1.1, SLO 1.1.2, etc.) have been placed in several places in the course to indicate which SLO is being taught and/or assessed. Second, we have included a list of the SLOs taught in each lesson in Appendix A at the back of the course.

LESSON 2: WHAT IS PROMOTIONS?

Introduction

Promotions is a function or activity of marketing. Although advertising is probably the most well known type of promotion, there are many more ways that businesses could promote their products or services. This course will introduce you to a variety of promotional strategies and techniques, as well as provide opportunities for you to get creative as you develop promotional items of your own. Whether you are interested in a career in marketing, becoming an entrepreneur, or just want to be a more informed consumer, this course will be of interest to you. Now, let's get started!

In this lesson, you will

1. define promotions (SLO 1.1.1)*
2. explain promotions as part of the Marketing Mix (SLO 1.1.2)
3. identify the five elements of the Promotional Mix (SLO 1.1.3)
4. describe how promotional strategies have evolved (SLO 1.1.4)

What is Promotions? (SLO 1.1.1)



Promotions is any activity designed to increase sales or promote goodwill.

All businesses or organizations, whether profit or non-profit, must use some form of promotion to communicate with their target audience. For example, a small business owner may promote his/her business by handing out business cards, a huge corporation may spend millions of dollars to run commercials on TV. These are just two examples of different types of promotions. Basically, any activity that will increase sales or goodwill (the reputation of a business) could be considered to be promotions.

Promotions is a Function of the Marketing Mix (SLO 1.1.2)

Marketing is any activity that gets a product/service to someone who wants or needs it. When a business develops a business plan, they will include a section on marketing that contains their plans for the "Marketing Mix." **"Marketing Mix" is a term used to refer to the five main functions or activities involved in marketing.** Conveniently, they all start with the letter P, so it is easy to remember. The five Ps are: Product, Price, Promotion, Place, and People. As you can see, promotions is just **one part** of the Marketing Mix.

* A Note Regarding SLO Numbers: In different places in the lessons, you will find SLO numbers (they look like SLO 1.1.1, SLO 1.1.2, etc.). These numbers have been placed here for teachers. Students can ignore them.

The five Ps of the Marketing Mix are variables that marketing managers can control in order to meet the needs and wants of their target market (customers). It is important that marketing managers make plans for each of the five Ps of the Marketing Mix because each function cannot stand on its own. All of the functions of the Marketing Mix must send one cohesive message to the consumer. For example, even though a business might have a great product at a great price, if they do not promote it well, they will probably not be successful because their target market will not know about it. This course is designed to focus specifically on the function of promotions, but it is important to know about the bigger picture in order to fully understand how to develop effective promotional strategies. The following chart explains the five Ps of the Marketing Mix in more detail:



The Five Ps of the Marketing Mix Explained

Product	The product is the physical product or service that is offered to the customer. The product function answers questions like: "What do our customers want or need?" "Will customers buy our product/service?"
Price	The price refers to what the customer is being asked to pay for a product or service. The price function answers questions like: "What are customers willing to pay for this product?" "What did it cost us to produce this product?" "How much profit do we want to make?"
Promotion	Promotion decisions are those related to communicating with the customers. It is any activity that increases sales or promotes goodwill. The promotion function answers questions like: "What message do we want to send to our customers?" "What is the best media to use to communicate with our customers?" "How can we make our product/service stand out from the competition?"
Place	Place is sometimes also called distribution and this refers to getting the product or service to the customer. Marketing managers have to consider channels of distribution as well as retail outlets. The place function answers questions like: "Will the product be sold locally, internationally, or globally?" "What retail outlets should carry our product?" "Will the product be sold online?"
People	People are really all about customer service. Customer service is important because sometimes it is the only thing separating your business from the competition. The people representing your business must have a positive attitude, be professional, and provide top-quality service. Often, the level of customer service is the first impression a customer gets of the business, and this first impression needs to be good if you want repeat business. The people function answers questions like: "What kind of return policy will we have?" "How can we help our customers before, during, and after a purchase?"

Figure 1.1

The Marketing Mix

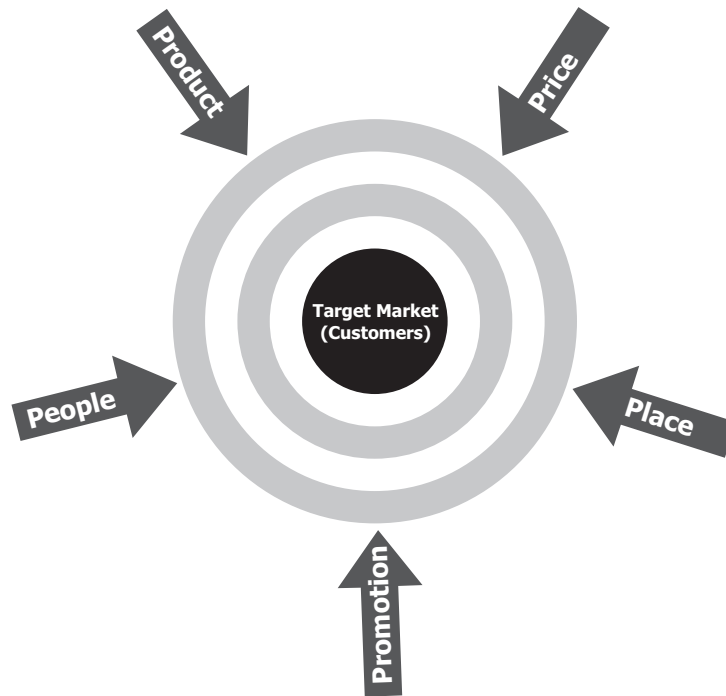


Figure 1.1 shows that all five Ps of the Marketing Mix must be coordinated by the marketing manager to ensure a consistent message is being sent to the target market.

The Marketing Mix is also comprised of three Cs. These Cs describe elements of the marketing environment that marketing managers typically don't have as much control over. The three Cs of the Marketing Mix are: Customer, Company Capabilities, and Competition. The following chart explains the three Cs of the Marketing Mix in more detail:



The Three Cs of the Marketing Mix Explained

Customer	<p>Customers are the individuals who actually make the purchase. Consumers are the individuals who use the product or service. For example, a parent who purchases a toy for his or her child is the customer and the child is the consumer. Customers make purchase decisions based on many internal and external influences such as income, personality, lifestyle, etc. The customer function raises questions like: "What motivates the customer to buy?" "Who makes the purchase decision in the family?"</p> <p>Note: You will learn more about consumer behaviour in Module 2.</p>
Company Capabilities	<p>Businesses have to make good use of the resources that are available to them. In order to make a profit or be successful, they need to make sure they are not taking on more than they can handle and are setting goals that are achievable. This could include considerations such as budget, time, people, and knowledge. The company capabilities function raises questions like: "Do we have enough money to run print and TV advertisements?" "Will we be able to launch this product in time for the Christmas shopping season?" "Is our sales staff knowledgeable?"</p>
Competitors	<p>Businesses need to be aware of their direct and indirect competitors in order to remain competitive and successful in the marketplace. The competition function raises questions like: "What is the competition doing?" "Why are customers buying from Company X and not from us?"</p>

The Five Elements of the Promotional Mix (SLO 1.1.3)



The term "**Promotional Mix**" is used to refer to the five main categories that most promotional activities fall under. The Promotional Mix includes: Advertising, Direct Marketing, Personal Selling, Publicity/Public Relations, and Sales Promotions. It is called a "mix" because marketing managers will generally use more than one of these promotional methods to communicate with their target market. How to pick the right mix of methods is something you will learn more about in Modules 4-7. For now, we are going to look at general promotional strategies. The following chart explains the five categories of the Promotional Mix in more detail:

1. Advertising
2. Direct Marketing
3. Personal Selling
4. Publicity/Public Relations
5. Sales Promotions



The Five Categories of the Promotional Mix Explained

Advertising	A promotional method that is a paid form of non-personal communication about a business, product, or service through the means of mass media (e.g., radio, TV, print, newspaper, classifieds, Internet, etc.).
Direct Marketing	A promotional method that is designed to carefully target consumers through direct promotional efforts (e.g., direct mail [addressed], telephone sales, infomercials, catalogues, etc.).
Personal Selling	A promotional method in which the salesperson uses skills and techniques to build personal relationships with the consumer in an attempt to assist or persuade the consumer to buy the product or service (e.g., in-store salesclerks, door-to-door salespeople, etc.).
Publicity	A form of communication regarding an organization, product, service, or idea not directly paid for or run by an identified sponsor (e.g., news coverage, word-of mouth, etc.). Note: Publicity can be good or bad depending on what is being reported or spread.
Public Relations (PR)	A promotional method designed to build good relationships with the general public and create a good “corporate image” by strengthening a business’s credibility or enhancing its image (e.g., speeches, sponsoring special events, newsletters, annual reports, news releases, etc.). Public relations are all about communicating who you are, what you do, and how you benefit your customers and the community in which you operate.
Sales Promotions	A promotional method designed to increase the sales of products or services by providing extra value or incentives (e.g., price incentives, bonus sizes, free samples, coupons, contests, etc.).

The Evolution of Promotional Strategies (SLO 1.1.4)

Evolution refers to how something has changed. If you looked at an advertisement from the 1960s, you would notice quite a difference from what is done in advertising today. Even commercials or print ads from a couple of years ago may seem silly or outdated. Because the world is changing in many ways, promotional strategies also have to change in order to be relevant to the customer. Businesses have to change their promotional strategies because of changes in consumer buying behaviour, technology, and media choices. The following table provides just a few examples of current trends affecting promotions today:



Category	Trends
Consumers	<ul style="list-style-type: none">■ More women in the workforce than ever before■ Large senior citizen population■ More teens working PT/FT hours■ Healthy living focus■ “Green” or ecological focus■ Convenience goods focus■ More children have a say in what products the family buys■ More consumers feel safe purchasing products online
Technology/Media	<ul style="list-style-type: none">■ The growth of the Internet and its promotional value is replacing other traditional media such as TV, radio, etc.■ <i>iPods</i>, cell phones, and texting are commonly used and are often incorporated into promotional strategies in order to reach specific target audiences

Where we see promotional messages is also changing. How many advertisements do you think you are exposed to in a single day? Try to think about all of the different places you see these messages – movie theatres, supermarkets, sporting events, etc. You are also exposed to ad messages in your home, at school, and, yes, even in the washroom! It is estimated that the average Canadian teen is exposed to thousands of advertising messages each day! This bombardment of ad messages is sometimes referred to as advertising clutter. Marketing managers have to develop new promotional strategies each year in order to cut through the “ad clutter” and target the customer more effectively. The following is just a few examples of new and aggressive promotional strategies that have been introduced through the years to make a product stand out and get noticed. See if you can think of a few on your own.

■ **Naming Rights**

Major corporations are buying the rights to public spaces such as arenas, theatres, parks, schools, museums, subway systems, etc. The corporation then gets to “name” the public space after the corporation itself (e.g., *MTS Centre* in Winnipeg).

■ **Ambient Advertising**

Ads in public places such as on cars, bicycles, taxis, buses, elevators, gas pumps, washrooms stalls, park benches, and store floors are designed to get noticed in places where there is a captive audience.

- **Space Advertising**
 Businesses are placing ads in outer space that are visible from earth. For example, in 1999, *Pizza Hut* paid \$2.5 million to have a Russian space program launch a rocket with its 30-foot logo on it. Companies are also placing gigantic ads on earth that can be seen from space. For example, in 2006, *KFC* placed an 87,500 square-foot logo in the Nevada desert that is visible from outer space. The publicity was what they were looking for, as consumers flocked to the company website and Google Earth to see it.
- **Digital or "Virtual" Advertising**
 Digital advertising adds products to scenes that were never there to begin with. Sporting event coverage uses ads that are digitally inserted onto the billboards, sideboards, and playing surfaces in arenas and stadiums. Virtual advertising is also seen in the entertainment world as producers digitally insert products into TV scenes after the scenes are shot.
- **Stealth Endorsers**
 Businesses are moving away from the traditional use of celebrities because the general public no longer believes that celebrities actually use the products or wear the merchandise they claim to endorse. The trend now is to brand the celebrities by having them use products or wear merchandise in public appearances or promote them in media interviews. This approach is designed to make it appear to the general public that the celebrities are not necessarily being paid to endorse the product or merchandise.
- **Targeted Advertising**
 Marketing businesses are able to identify the users who are surfing specific websites as well as how many hits each website is getting by collecting electronic information about the users. This information is then used to create ads designed to target these individuals specifically.
- **Cross-Merchandising**
 Businesses have merged to produce a handful of powerful corporations that own major film studios, TV networks, radio and television stations, cable channels, as well as Internet, book, and magazine publishing and music companies. For example, when the world's largest entertainment corporation at the time – AOL Time Warner – was preparing the release of the film *Harry Potter and the Sorcerer's Stone*, it enlisted its media divisions (cable systems, specialty channels, TV networks, magazines, and Internet companies) to help mass-market the movie and mass-market the spin-off merchandise.
- **Product Placement**
 Product placement in movies, on TV, and in video games, is very common. In 1982, when the film *ET* featured the candy *Reese's Pieces* in one of its scenes, sales jumped 65 percent. Now, almost every TV show or movie you watch includes drinks, electronics, clothing, or vehicles that the companies want you to notice and go out and buy. It is predicted that eventually users will be able to use Interactive TV to order merchandise they see on their favourite TV shows simply by clicking on the screen.

■ **Viral Marketing**

Viral marketing is a trend that encourages people to pass along a marketing message. Like viruses, the message can reach thousands or even millions of people. Viral marketing depends on a high pass-along rate from person to person. In 2006–2007, *YouTube*, *MySpace*, and *Facebook* were great examples of viral marketing agents. One example of a brand that has used this type of marketing is *Dove* in its “Campaign for Real Beauty” promotion. In 2007, *Dove’s* first Internet film *Evolution* was considered one of the most watched viral videos of its time.

Lesson 2 Summary

In this lesson, you learned about the

- definition of promotions
- functions of the Marketing Mix
- elements of the Promotional Mix
- evolution of promotional strategies

It is now time for you to complete Assignment 1.1. This assignment is made up of two parts, each worth nine marks. You will mail or email the completed assignment to your tutor/marker when you have finished Module 1.

Additional Readings

Space Advertising

www.asi.org/adb/06/09/04/1999/10/news-19991005.html

www.kfc.com/about/newsroom/111406.asp

Movie and TV Product Placement

www.businessweek.com/1998/25/b3583062.htm

Marking Rubrics

After some of the assignments, you will find a marking rubric that your tutor/marker will use to mark your assignments. You can also use the rubrics to help you complete your assignments and to get the best marks possible.



Assignment 1.1, Part 1

(18 marks)

Assignment 1.1 is made up of two parts:

Part 1: Promotional Mix (9 marks)
(SLO 1.1.3)

Directions:

Read each example below and determine the type of promotional activity being described. Your answer will be one of the five elements of the Promotional Mix: advertising, direct marketing, personal selling, publicity or public relations, and sales promotions. Use the chart titled "The Promotional Mix Explained" to help you out. The first one is done for you as an example.

1. A local superstore sponsors a basketball tournament at a high school

Public Relations

2. A fast food restaurant runs a contest where customers have the chance to win money and prizes when they make a purchase

3. A local business is highlighted in the news for its environmentally friendly practices

4. A clothing retailer asks new customers to sign up for a club card where the retailer sends out information on new fashions or special events by email or mail

5. A shoe manufacturer buys a full-page advertisement in a teen magazine

6. An insurance agent goes to the home of a client to present information on a new type of investment opportunity

continued

Assignment 1.1, Part 1 (continued)

7. A local MLA sends his constituents a holiday greeting card

8. A cosmetic company hires a celebrity to endorse a new lipstick line in a TV commercial

9. A reporter writes an article about a local auto shop that has been charging customers for work that doesn't really need to be done

10. A charity organization uses a database they purchased in order to call individuals and request donations



Assignment 1.1, Part 2

Part 2: Innovative Promotional Strategies (9 marks) **(SLO 1.1.4)**

Directions:

Due to advertising clutter, marketing managers have had to come up with some pretty innovative ways to promote their products and services. In column 1, a type of promotion is listed. In column 2, provide an explanation regarding this type of promotion. In column 3, give an example that is not found in this lesson of where you have seen or heard of this type of promotion. The first one is done for you as an example. Feel free to use the Internet to help you research alternate examples.



continued

Assignment 1.1, Part 2 (continued)

Type of Promotion	Explain what it is (1 mark)	Provide an example not found in this lesson (2 marks)	Marks
Space Advertising	<i>Businesses are placing ads in space that are visible from earth or ads on earth that are visible from space</i>	<i>Target stores have been placing giant target logos on their roofs. These logos are so large they are clearly visible from Google Earth.</i>	/3
Product Placement			/3
Naming Rights			/3
Viral Marketing			/3
Total			/9

Module 1 Summary

Congratulations on completing the first module of Grade 11 Promotions. This module provided you with general information on marketing and promotions principles; you were introduced to the functions of the Marketing Mix and the different types of promotions that comprise the Promotional Mix. You also learned how important it is to develop new and creative promotional strategies in order to stay competitive in the business environment. In the next module, you will learn how to develop effective promotional strategies.



Submitting Your Assignments

It is now time to send Assignment 1.1 to your tutor/marker for assessment.

Before mailing your completed assignment, please photocopy all materials so that you can keep a copy for yourself. Please organize your materials in the following order:

- Cover Sheet for Module 1 (found at the end of Module 1, Lesson 1)
- Assignment 1.1 (Parts 1 and 2)

Place all these materials in an envelope and address it to

ISO Tutor/Marker
555 Main Street
Winkler MB R6W 1C4

If you are going to email your assignments, follow the instructions found in Module 1, Lesson 1.

You're now ready to start Module 2.

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