



Essential Question: How can we promote our real food business or event to our target market?

Objectives – Students will:

- Evaluate the needs, wants, and characteristics of their target market.
- Create a promotional strategy and materials for their real food businesses.

Launch: All businesses promote themselves, and they do so in a variety of ways. Review your case study overview and, if possible, look at your case study's website. Describe below how your case study promotes its brand.

Step 1: Review the definitions. In the space provided, write examples or reword the definition in a way that makes the most sense to you.

Advertising: A public, promotional message paid for by a company (print advertising, direct mail, radio, television, internet, social media advertisements).

Visual Merchandising: Using artistic displays to attract customers into a store and/or how products are visually promoted in the store (storefront windows, impulse buy products, fancy and eye-catching packaging).

Public Relations Activities aimed at creating goodwill toward a product or company (fundraisers, community events, company volunteerism).

Publicity: A form of promotion for which a company does not pay, sometimes referred to as “free advertising” (news articles, referrals through reviews or testimonials).

Personal Selling: Direct one-to-one selling made by a company's sales representatives to get sales and build customer relationships (telemarketing, consultations, demonstrations).

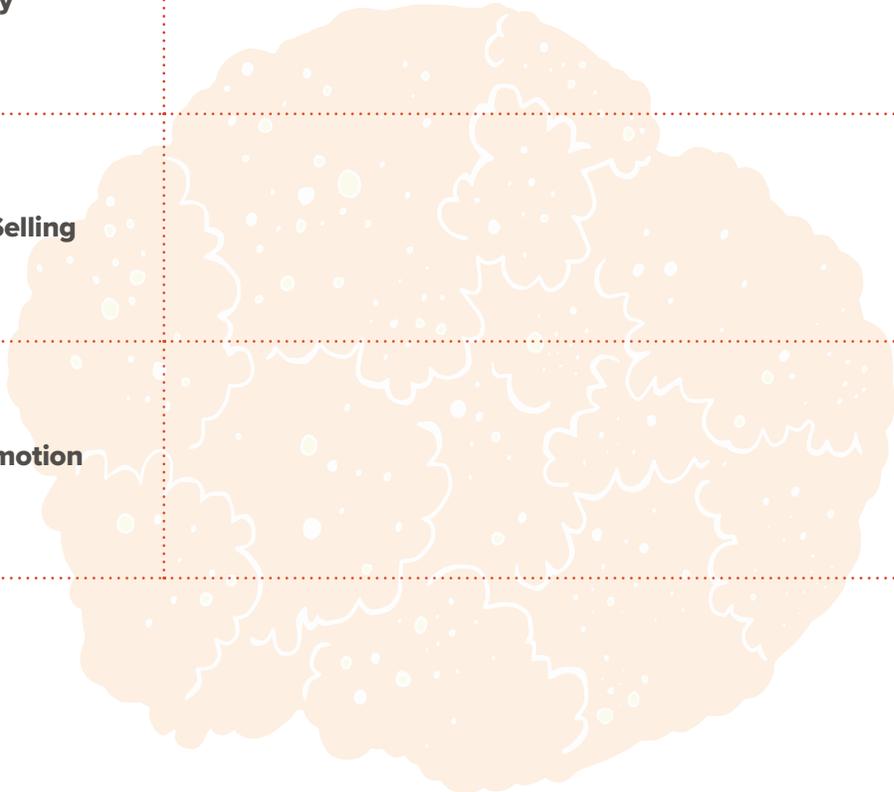
Sales Promotion: A short-term activity or buying incentive (coupon, free sample, product demos).



LESSON 12: BUSINESS PROMOTION & MARKETING

Step 2: Create your real food business's promotional mix. Complete the chart below.

Promotional Tools	Describe how your business could use this tool.
Advertising	
Visual Merchandising	
Public Relations	
Publicity	
Personal Selling	
Sales Promotion	





Step 3: Use the space below to mock up your business's promotion mix. Either write out or create mock-ups of your ads, visual merchandising, social media plan, or other ways to visually promote your plan.

A large, empty rectangular area defined by a red dotted border, intended for students to create mock-ups of their business promotion mix.