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| Teachers: Eltoncia Bradley | Room: C124 |
| Lesson Date: November 10, 2014 – November 21, 2014 | |
| Subject Area: Retailing E-tailing | Grade Levels: 10 – 12 |
| Chapter Title: Types of Promotion | |
| Lesson Titles:   * Product and Institutional Promotion Defined * Types of Product Promotion * Types of Institutional Promotion * Advantages and Disadvantages of Promotion | |
| Lesson Goals  *Upon completion of this lesson, students will be able to:*   * **Describe** the types of promotion. * **Discuss** the advantages and disadvantages of promotional activities. | |
| Anticipatory Set:   * Students will be asked if they recognize any of the following promotional messages:   + Only you can prevent forest fires.   + I love New York.   + Just say no.   + When you care enough to send the very best.   + We run the tightest ship in the shipping business.   + From sharp minds come Sharp products. | |
| Direct Teach:   * Product and Institutional Promotion Defined * Types of Product Promotion * Types of Institutional Promotion * Advantages and Disadvantages of Promotion | |
| Independent Practice:   * Types of Promotion * Local Promotions * Name That Promotional Type * Practice Test * Posttest – Types of Promotion | |
| Materials/References:   * Edmodo * PowerPoint Presentation * Handouts | |
| Note:   * Students will take an assessment relating to Product Mix, Types of Promotion, and Promotional Mix on Thursday, November 20, 2014 or Friday, November 21, 2014. | |