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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
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| 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.
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| 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.
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| Direct Teach:* Product and Institutional Promotion Defined
* Types of Product Promotion
* Types of Institutional Promotion
* Advantages and Disadvantages of Promotion
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| Independent Practice:* Types of Promotion
* Local Promotions
* Name That Promotional Type
* Practice Test
* Posttest – Types of Promotion
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| Materials/References:* Edmodo
* PowerPoint Presentation
* Handouts
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| 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.
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