**A 109 HOW TO PROMOTE YOUR PRODUCT**

*Objectives*: - to know promotion and marketing strategies

* to apply the learnt things in real situations
* to work in group
* to express freely their opinions

*Materials*: paper, worksheets, pencils, computers linked to the Internet

*Development of the activity*

The students are introduced to the term “promotion”.

Promotion is one of the most important parts of a business.

Promotion is a form of persuasive communication, or getting others to do what you want them to do.

They are presented different forms of promotion: such as mailings, speeches, presentations, contests, packaging, films, catalogs, coupons, posters, and even endorsements by famous people.

The students get a worksheet. They discuss it and apply on real situations.

They work in groups and then the result is presented to everyone.

Some conclusions are presented at the end of the activity.

WORKSHEET 1

Elements of promotion

***Advertising*** is a non-personal sales message that is paid for by an identified company. It promotes the company's products, services, or image and is directed toward a mass audience. The fact that advertising is paid for distinguishes it from free publicity. The non-personal approach of advertising distinguishes it from personal selling. Advertising media are the channels of communication used by advertisers to send their messages to potential customers. Advertising media include radio, television, newspapers, magazines, direct mail, and billboards.

***Sales promotion*** is any sales activity that supplements or coordinates advertising and personal selling. Sales promotion includes free samples, coupons, contests, and other special incentives intended to stimulate sales.

***Display*** or visual merchandising is an important part of promotion. It is the display of a product at or near the point of purchase. Visual merchandising includes attractive window and interior displays and eye-catching exterior signs.

***Public relations*** is the total process of building goodwill toward a business. One approach to building public relations is to hire a company to promote the business goals of the owner. The fee is usually determined by the amount of time the public relations firm must spend to accomplish the small business owner's goals.

***Publicity*** is free advertising for the business. For example when a newspaper covers the opening of a new business, the owner does not pay for it.

***Personal selling*** is the direct effort made by a salesperson to convince a customer to make a purchase. It is directed toward one person or at a small group through direct communication.

WORKSHEET 2

1. make a list of 5 products or services and decide the best way to promote it.
2. Find strategies to promote your school. Try and use all six types. Can all of them be used efficiently or not?