

SPOTLIGHT ON: PROMOTION

GOT YOUR ATTENTION!

MARKETING 101: Marketing professionals spend their days learning about their customers, trying to figure out their buying habits and creating new ways to introduce their product to them so ultimately their customers will choose their product over their competitors'. By using the **FOUR PRINCIPLES OF MARKETING** (below) the marketing team is able to create strong campaigns by engaging with their customers.



PRODUCT = What you sell. Why is your product better?

PRICE = How much do you charge?

PLACE = Where do you promote?

PROMOTION = How do your customers hear about you?

TASK: Your team was just hired by your favorite pizza place (your team can choose which pizza company you would like to work for, but please choose a real company) **TO CREATE A VIDEO AD (OR SKIT)** to promote their pizzas! Your project **CANNOT BE LONGER THAN 60 SECONDS** in length. Remember to use the 4'Ps to identify your target market, the company's pricing strategy, where your video will appear and what message will best resonate with your customers.

TIME TO COMPLETE THE TASK: Skits will start 10 minutes before the end of class.

INNOVATION → **CHANGE** → **OPPORTUNITY** → **SUCCESS**

In order to **grow** and **thrive**, businesses need to constantly be **thinking two steps ahead** of today. What **changes** are happening in their industry? What do their customers **want**? How can they **improve** their business processes and procedures? How can they **create a need**?