Types of Sales Promotion

Presentation

**Directions**: You and a partner will draw for a presentation topic from your instructor. Your topic will be a type of promotion. You will research online for information and examples for that type of promotion that you will present to the class using Prezi, PowerPoint, or keynote. Any software you choose! The following information needs to be included in your presentation.

Slide 1: Definition of your term

* Find the appropriate definition for your sales promotion. YOU MUST verify with your instructor that you have the correct definition. She will make suggestions on how this can be updated if needed.

Slide 2 & 3: Include at least two Real examples of how businesses use the sales promotion type you are presenting. Again these must be verified as correct with you instructor for you to use them.

 Include a picture of the ad, a video, or create your own model to show the class.

 Include a written description and visual representation of the sales promotions.

Ex: In this Pizza ad, Canadian pizza uses the sales promotion of…..

Slide 4: Use the internet to find two benefits of this type of promotion. Include 2 bullet points on the effectiveness (how well this works at increasing sales) of the type of promotion you are presenting. Look for statistics that support how effective it is. To do this you must do the following:

* Find a case study or article that details how effective your type of promotion is for a business. From the case study or article include 2 bullet points on the effectiveness in your own words
* Include the link on your slide to the article you read.
* Examples: Businesses that use this type of promotion are shown to increase sales by 35%.

Presentations will be conducted and all students will take their notes from your presentation.

Things to note:

* Each slide is worth points as indicated on the rubric.
* Your presentation background and style is worth 5pts.
* Your presentation must be at least 1 min in length.
* You will receive 10 points for being respectful during the presentations of others
* In presentations, remember you don’t need full sentences when doing bullets, you can do this in sentence fragments.
* You will get the definitions for your 17-2 notes from the students presentations