Standard Five

Students will discover the importance and elements used in developing a PROMOTION MIX to market sports businesses.

Promotion

A marketing function needed to :

Role of Promotion

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Promotional Goals

1.
2.
3.
4.
5.

Promotional Mix

Personal Selling

The form of promotion that determines client needs and wants and responds though planned, personalized communication that influences purchase decisions and enhances future business opportunities.

1.
2.
3.
4.
5.

Advertising

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Sales Promotion

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Public Relations

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Media Types

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Advertising Schedule



Promotions are

Promotions typically

Promotions typically

Advertising schedule organizes

Promotion Budgeting

1. Fund the Primary Promotion
2. Fund the secondary promotions

