



Entrepreneurship
LAP 12 - The Promotion Strategy

Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Standards

- PT4b** Evaluate information critically and completely.
- PT5d** Manage and direct one's own learning.
- PT1h** Apply mathematical ideas and techniques, algorithmic thinking, and programming.
- PT4d** Use information accurately and creatively.

Objectives

- ◆ Distinguish among pre-opening and ongoing promotional plans.
- ◆ Select the promotional mix for a given business.
- ◆ Determine promotional costs for a start-up business.
- ◆ Identify the principal approaches needed to carry out your promotional plans.
- ◆ Describe considerations for updating the promotion strategy.

Resources	Entrepreneurship and Small Business Management Workbook The Best of Young Entrepreneurs – Activity 12	Chapter 12: The Promotion Strategy
Time Frame	5 hours	

Introduction

Budgeting and promoting go hand in hand. They ensure that you don't overspend and that you get the best return on your promotional dollars.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

_____	Read	pp. 199-209	Text, Section 12.1
_____	Complete	pp. 145-146	Student Activity Workbook
_____	Read	pp. 210-213	Text, Section 12.2
_____	Complete	pp. 147-148	Activity 2, Student Workbook
_____	Complete	pp. 149-152	Self-Test, Student Workbook
_____	Complete	pp. 27-28	Activity 12, The Best of Young Entrepreneurs
_____	Complete	N/A	Chapter 12 Test

Self Assessment - "I/ I can . . . "

- _____ distinguish among pre-opening and ongoing promotional plans.
- _____ select the promotional mix for a given business.
- _____ determine promotional costs for a start-up business.
- _____ identify the principal approaches needed to carry out your promotional plans.
- _____ describe considerations for updating the promotion strategy.

