



# Business Virtual Learning

## Course: Intro to Business

Lesson: Promotional Mix- Project

May 22, 2020



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**Objective/Learning Target: Students will be able to:**

- (1) analyze the promotional strategies of a product.**
- (2) design a promotional campaign for a related product.**



# Lesson Starter

If a company was trying to promote products to you, which way would be most effective? Would it be advertisements (TV, social media, etc), publicity, sponsorships, direct mail, or sales promotions? Why?



# Article Reading: Ethical Promotional Mix

Please read the article linked below and be prepared to answer the following questions.

<https://knowledge.wharton.upenn.edu/article/value-destruction-the-cost-to-companies-that-engage-in-deceptive-marketing/>

The promotional mix we have discussed in previous lessons includes advertising, public relations, sponsorship, sales promotions, and direct mail. According to the article, what promotional strategies do drug companies use and why? Which strategies are not used as extensively and why?



# Article Reading: Ethical Promotional Mix Continued

Your answers to the previous questions should be leading to an analysis close to the following:

Drug Companies market their products extensively. Vioxx, an arthritis drug, used direct mail—advertise directly to the customer without listing its side effects. Online advertising is being used too, often in the form of public relation material—a neutral healthcare website with no connection to the company, but recommending the company's products. Other direct advertising includes a strange mutation of sponsorship and sales promotion—offering doctors speaking fees and subsidized trips to resorts.



## Activity: Develop a promotional strategy

Directions: You can choose any prescription drug, either mentioned in the article or from your personal experience, and design a damage control strategy for a drug that has been taken off the market and a promotional strategy for a new drug that has been introduced. The promotional strategy here is a communication strategy, not just a promotional strategy. Please use as many of the promotional mix elements discussed earlier as possible. Use the next two slides to help organize your ideas for both strategies. Make sure to also provide detailed plans and reasonings for your choices.



# Activity Continued: Damage Control Strategy

Product Name: (make sure it's a product that has has bad publicity)

## Promotional Mix

Advertising:

Public Relations:

Sponsorship:

Sales Promotions:

Direct Mail:



# Activity Continued: New Product Strategy

Product Name: (make sure it's a product that is new to the market)

## Promotional Mix

Advertising:

Public Relations:

Sponsorship:

Sales Promotions:

Direct Mail:





## Practice Outside the Lesson

Throughout this week, you have learned about all the elements of the promotional mix. As you go about your life as a consumer, try to make those connections of the elements you see in a promotional mix. Recognize the overall strategy the company is implementing and determine whether you think it is effective.