



# Business Virtual Learning

## High School ~ Youth Entrepreneurs

**May 19, 2020**

**Promotions**



Lesson: May 19, 2020

# OBJECTIVES- PROMOTIONS

*Upon completion of this lesson, students will develop the skills through which they may:*

- Develop promotional strategies to be used for the concert fundraiser.
  - Design graphics for marketing and promotional purposes, such as logos, t-shirts and ticket design
  - Develop content for use in marketing communications to create event interest.
  - Discuss and implement ideas to increase venue attractiveness, such as amenities and accessibility.
  - Develop and maintain an electronic promotion or social media platform.

# ABOUT- THE REACH AND TEACH CONCERT EVENT

- It's no secret music has been known to reduce stress and improve mental health. Thousands of studies have been conducted to determine the effects of music. The majority of which have shown the positive effects music can have on our lives. Listening to music is a favorite pastime that many teenagers enjoy on a daily basis. However, attending a concert is not nearly as common. Listening to live music is a completely different experience. This experience has the ability to awaken your spirit and change your life, especially when the music is something you love.
- This unit will examine how basic marketing principles are used in the entertainment industry. Students will use the knowledge gained from this unit to determine which basic marketing principles can be used to successfully promote a concert.



# OVERVIEW OF BUDGETING

- One of the key aspects of executing a successful event is clear communication. Potential attendees must be able to receive information regarding the event easily and effectively. This is achieved through the concept of promotion. Although promotion is commonly confused with advertising, it is actually much more. In fact, promotion can be described as all marketing communication, which includes everything from building relationships with the public to door knocking sales campaigns. Strategic coordination of each element of promotion will help to ensure event success. Promotion is similar to a puzzle, in that each piece is different, but necessary for completion. The main elements of promotion are advertising, public relations, personal selling and sales promotion. These elements are frequently referred to as the promotional mix.



# WHAT YOU NEED TO KNOW...

**Advertising** – Traditionally, advertising consists of print media and broadcast media. However, innovative technology has changed the way many entities advertise. With the decrease in newspaper circulation, print media, such as newspaper ads, is moving towards a more electronic approach. The same is true for broadcast media. For example, due to the growth in satellite radio and music streaming, an increasing number of people no longer listen to traditional FM radio stations. Therefore, radio advertisements do not reach the mass amounts of listeners it once did. Being able to change and adjust advertising methods is imperative to effective promotion.



# WHAT YOU NEED TO KNOW...

**Public Relations** – Public relations is a marketing activity designed to protect your public image. There are two types of public relations, proactive and reactive. Proactive public relations can be described as presenting your image in a positive manner. For example, issuing a public statement about a generous contribution to a community park creates a positive image. Reactive public relations is used to change the public perception of a negative situation. Reactive public relations is commonly referred to as crisis management and is frequently used in the entertainment industry. Whether it's an athlete that gets arrested or a political statement made by an actor, public statements to “smooth the waters” are made on a regular basis. Public relations communication can be made in the form of a press release, press kit or press conference.



# WHAT YOU NEED TO KNOW...

**Personal Selling** – Direct contact with a consumer makes the promotional process more personal. That is why personal selling is an important element. In a world that lacks personal interaction, potential consumers appreciate face to face contact when making a buying decision.



# WHAT YOU NEED TO KNOW...

**Sales Promotion** – Sales promotions are developed in order to encourage potential consumers to purchase a product. Sales promotions can be in the form of loyalty programs, coupons, rebates, contests and much more. Marketers must be creative when developing sales promotions and also consider the psychological aspect of consumer buying habits. Knowing the way a consumer thinks is key when developing sales promotions. For example, is a BOGO deal more appealing than a rebate or coupon?





BELL RINGER

WHAT IS AN EXAMPLE OF PUBLIC  
RELATIONS?



## ACTIVITY - (FOR EACH ACTIVITY, WRITE YOUR RESPONSE IN A JOURNAL OR DOC).

**Design graphics for marketing and promotional purposes**, such as logos, t-shirts and ticket design. Graphic design elements use colors, images and words to represent the brand of an entity. These designs are generally the first impression consumers receive. Therefore, marketers want to ensure the graphic design elements make a positive impact and leave a lasting impression

**The concept of an effective logo.**

- Using Handout 2: **Independent Research**.
- Use the handout as a guide to your research.
  - o **Topic: Components of an effective logo**