



Business Virtual Learning

High School ~ Youth Entrepreneurs

May 21, 2020

Promotions -Lesson 1 of 2



Lesson: May 21, 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

HOW MUCH DID NIKE PAY FOR THE
ORIGINAL SWISH GRAPHIC?



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

Develop content for use in marketing communications to create event interest. Marketing communications increase awareness of products, services, or in this case, events. Informing potential consumers is crucial to the success of an event. Each element of the promotional mix plays an important role in marketing communications. The following exercises allow students to create various marketing communications for each element of the promotional mix. The promotional mix is designed like a puzzle, each piece must fit together to create the total picture.

Complete an internet search for “tips to create an awesome event poster”

Then-Using Canva.com or another design program, create an event poster