

Name: _____ Date: _____



Chapter 14 Review

Build It – Promotional Plan

Overview

As Marketing Manager of Live Athletics, your next task is to analyze the promotional mix and determine how to apply each component to successfully promote Live Athletics. There are numerous promotional strategies to consider, and your job is to assess how Live Athletics could use each approach in order to develop a comprehensive promotional plan.

Instructions

Answer the questions in Part 1 to consider aspects of the promotional mix and how they apply to competitors of Live Athletics. Then use the tables in Parts 2 and 3 to compare and contrast various sales promotions and advertising media, before summarizing your ideas in a completed promotional plan for Live Athletics in Part 4.

Part 1: Competition Analysis

Conduct online research into the promotional mix and strategies used by Live Athletics' competitors, then answer the questions below.

1. What is the promotional mix? Identify the elements of the promotional mix and describe how the competition uses them.

2. What types of promotions are offered? Provide examples of two to three different types.

3. What objectives motivate these promotions, such as increasing customer loyalty or introducing new products?

4. What types of media are used to reach target markets?

5. How can using multiple strategies in a promotional mix reinforce each other to support the product? Provide an example of a competitor using multiple strategies together.

6. How can visual merchandising and effective store layout be used to encourage sales? Provide an example of a competitor using these strategies.

Part 2: Sales Promotions

Using the table below, evaluate the various types of sales promotions available to Live Athletics. Identify how the company could use each, then rank their importance from 1 to 9.

Promotion	How promotion could be used	Rank
Coupons		
Point of Purchase		
Loyalty Programs		
Product Placement		
Tie-Ins		
Samples		
Rebates		
Premiums		
Sponsorship		

Part 3: Advertising Media

Based on your top sales promotions from Part 2, use the table below to describe how Live Athletics could utilize each type of advertising media, then rank their importance from 1 to 3.

Media	How media type could be used	Rank
Print		
Broadcast		
Online		

Part 4: Promotional Strategy

Analyzing your answers in Parts 1–3, summarize the most appropriate promotional strategy for Live Athletics in a paragraph of six to eight sentences. In your summary, be sure to address the following points:

- The promotional objective you hope to achieve
- A description of the target market you hope to promote to
- Which elements of the promotional mix you will use
- Which sales promotions you will use and which advertising media will reach your audience
- A promotional schedule explaining the timing involved for your promotional activities