

**Unit 7****Lesson 7.6 – Promotion Mix**

Intro to Promotion &amp; Sales

**STUDENT ACTIVITY****Instructions**

*Consider the marketing efforts required by an online sporting goods store. What do they do to generate awareness of their site? How do they entice Internet users to visit and shop?*

*Find an online sporting goods store on the Internet and, as a group, discuss how the various elements of the promotions mix would help the company achieve its marketing goals.*

**Advertising**

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**Sales Promotion**

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**Publicity**

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**Direct Marketing**

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**Personal Selling**

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