

**Unit 7****Lesson 7.6 – Sales Promotion**

## Intro to Promotion &amp; Sales

**STUDENT ACTIVITY****Instructions**

*Using the Internet, research some of the various sales promotions sports and entertainment companies are using to sell their products and services. Select two different promotions and detail them in a report. You must select a sales promotion from both the sports and entertainment industries. Also, it is important that you categorize each promotion (premium item give-aways, contests and sweepstakes, sampling, point-of-purchase displays, special events and couponing). When reporting your findings, you must also address the following questions.*

- 1) What sports and entertainment products and services are being promoted?
- 2) What type of sales promotion has the company selected?
- 3) Why do you think they chose that particular promotion?
- 4) How are consumers encouraged to purchase the product? Where can they buy it?
- 5) Do you think the sales promotion will have an impact on sales? Why or why not?
- 6) What alternative forms of sales promotion might have been effective in selling this particular product or service?