

## CHAPTER

# 12

## Promotion

### Part 1: Content Review

#### Matching

*Write the letter of the correct term for each definition on the line provided.*

#### Terms

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|---------------|----------------|
| A. promotion  | F. advertising |
| B. persuasion | G. hook        |
| C. sender     | H. tagline     |
| D. decoding   | I. typeface    |
| E. feedback   | J. layout      |

- \_\_\_\_\_ 1. Uses logic to change a belief or get people to take a certain action.
- \_\_\_\_\_ 2. The aspect of an ad that grabs attention.
- \_\_\_\_\_ 3. The person who has a message to communicate.
- \_\_\_\_\_ 4. A phrase or sentence that summarizes an essential part of the product or business.
- \_\_\_\_\_ 5. The receiver's response to the sender and concludes the communication process.
- \_\_\_\_\_ 6. The arrangement of the headline, copy, and art on a page.
- \_\_\_\_\_ 7. The process of communicating with potential customers in an effort to influence their buying behavior.
- \_\_\_\_\_ 8. A particular style for the printed letters of the alphabet, punctuation, and numbers.
- \_\_\_\_\_ 9. Any non-personal communication paid for by an identified sponsor.
- \_\_\_\_\_ 10. The translation of a message into terms the receiver can understand.

## Multiple Choice

*Place the letter of the correct answer to each question on the line provided.*

- \_\_\_\_\_ 1. In the communication process, \_\_\_\_\_ is how the message is translated.  
A. hearing  
B. translating  
C. feedback  
D. decoding
- \_\_\_\_\_ 2. One of the common elements in a promotional mix is \_\_\_\_\_.  
A. place  
B. pricing  
C. personal selling  
D. marketing
- \_\_\_\_\_ 3. Coupons, rebates, and loyalty programs are part of \_\_\_\_\_.  
A. sales promotion  
B. advertising  
C. public relations  
D. personal selling
- \_\_\_\_\_ 4. Attention, interest, desire, and action (AIDA) are elements of a \_\_\_\_\_.  
A. tagline  
B. promotional campaign  
C. press release  
D. point of purchase display (POP)
- \_\_\_\_\_ 5. Any direct contact between a salesperson and a customer is \_\_\_\_\_.  
A. public relations  
B. public communication  
C. personal selling  
D. personal promotion
- \_\_\_\_\_ 6. A coordinated series of link ads with a single idea or theme is a(n) \_\_\_\_\_.  
A. hook  
B. brand name  
C. advertising campaign  
D. tagline
- \_\_\_\_\_ 7. Which is *not* a step in the process of creating an advertising campaign?  
A. Set campaign goals  
B. Encode the message  
C. Create the message  
D. Establish the metrics
- \_\_\_\_\_ 8. The elements of an advertisement include headline, copy, graphics, and \_\_\_\_\_.  
A. marquee  
B. persuasion  
C. metrics  
D. signature

Name \_\_\_\_\_

- \_\_\_\_\_ 9. The \_\_\_\_\_ is the name given to a product consisting of words, letters, or numbers that can be spoken.
- A. brand name
  - B. logo
  - C. tagline
  - D. hook
- \_\_\_\_\_ 10. The main governmental agency that monitors the actions of advertisers is the \_\_\_\_\_.
- A. Federal Standards Commission (FSC)
  - B. Federal Bureau of Investigation (FBI)
  - C. Federal Trade Commission (FTC)
  - D. Securities and Exchange Commission (SEC)

## Completion

*In the space provided, write the word(s) that best completes each of the following statements.*

- \_\_\_\_\_ 1. \_\_\_\_\_ promotion focuses on promoting the company rather than the product.
- \_\_\_\_\_ 2. The \_\_\_\_\_ process is a series of actions on the part of the sender and the receiver of a message and the path the message follows.
- \_\_\_\_\_ 3. A combination of elements used in a promotional campaign is the \_\_\_\_\_.
- \_\_\_\_\_ 4. An overhanging structure containing a sign at the entrance of the store is a(n) \_\_\_\_\_.
- \_\_\_\_\_ 5. Communication skills that promote goodwill between a business and the public is \_\_\_\_\_.
- \_\_\_\_\_ 6. A promotion strategy that uses multiple elements to communicate and interact with customers is \_\_\_\_\_ marketing.
- \_\_\_\_\_ 7. A \_\_\_\_\_ outlines the goals, primary message, budget, and target market for different ad campaigns.
- \_\_\_\_\_ 8. A picture, design, or graphic image that represents the brand is a \_\_\_\_\_.
- \_\_\_\_\_ 9. In typography, \_\_\_\_\_ refers to the size of the letters.
- \_\_\_\_\_ 10. The \_\_\_\_\_ identifies the person or company paying for an ad.

Name \_\_\_\_\_

## Part 2: Concept Review

### Open Response

*Write your response to each of the following statements or questions in the space provided.  
Use complete sentences.*

1. What are the six elements of the communication process? Explain the activity in each step of the process.

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2. Explain the concept of integrated marketing communications.

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3. How do marketers determine if an advertising campaign is successful?

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Name \_\_\_\_\_

4. Advertising benefits business, but it can also benefit society. Identify three ways advertising can benefit society.

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5. Promotion has definite goals. It is used to inform, persuade, or remind the audience of a message. Give examples of messages that a professional football team might send its audience that inform, persuade, or remind.

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Name \_\_\_\_\_

## Part 3: Math Skills

### Mixed Mathematics

It is essential to understand and be able to perform basic mathematical tasks in order to handle many business functions. This is especially true in retailing, where some of the most important tasks include correctly and efficiently ringing up sales, accurately handling and distributing change in cash transactions, and calculating refunds and adjustments.

*Answer the following questions involving sales transactions.*

1. Cash, debit card, and credit card transactions must include a sales tax in many states. The formulas for calculating sales tax and total sale amount are as follows:

$$\text{sales total} \times \text{sales tax rate} = \text{sales tax}$$

$$\text{sales total} + \text{sales tax} = \text{total sale amount}$$

The sales tax is added to the sales total to equal the total sale amount, which is collected from the customer.

You own an appliance store in a state with 6 percent sales tax. A customer purchases a convection oven priced at \$1,199.00. How much is the sales tax? How much is the total sale amount that you collect from the customer?

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2. Master Auto Service is an auto repair shop in a state that charges 5 percent sales tax on merchandise, but no tax on services. The following is a service order for a recent customer:

New Headlamp: \$124.99

Halogen Bulb: \$36.99

Installation: \$79

Total: \$240.98

Calculate the sales tax on this order and the total sale amount that the customer must pay.

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Name \_\_\_\_\_

3. The Wild and Wacky Water Park charges \$24 for adult admission and \$12.50 for children under the age of 12. A customer requests two adult tickets and one child's ticket and gives the cashier four \$20 bills. The cashier gives the customer \$18 in change.

a. Is this the correct amount of change? If not, calculate the correct amount.

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- b. The cash drawer at the water park has the following denominations of bills and coins. Indicate how many coins and bills the cashier should give the customer.

\$20: \_\_\_\_\_

\$10: \_\_\_\_\_

\$5: \_\_\_\_\_

\$1: \_\_\_\_\_

\$0.25: \_\_\_\_\_

\$0.10: \_\_\_\_\_

\$0.05: \_\_\_\_\_

\$0.01: \_\_\_\_\_

4. Sentinel Locksmith operates in a state with 4.5 percent sales tax. A customer recently made the following purchase:

Item: Dead Bolt Lock      \$99.95

Item: Window Locks      \$49.95

Item: Door Knob Set      \$29.99

Total:      \$179.89

Sales Tax:      \$8.10

Total Sale:      \$187.99

The customer now wants to return the window locks set for a refund. Calculate the refund amount.

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5. A customer at Diplomat Tuxedo is picking up a tuxedo and accessories that he is renting for a school event. However, the sales associate learns there was a problem in altering the tuxedo, and it will not be available until tomorrow. The sales associate apologizes and offers to reduce the bill by 25 percent because of the inconvenience. The original bill was \$139.00.

a. What is the dollar amount of the 25 percent reduction? What is the bill after the reduction?

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b. What is the final bill with 4.5% sales tax?

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Name \_\_\_\_\_

## Part 4: Communication Skills

### Reading

In business, procedures are generally set up as a series of steps or directions. It is important to be able to read, understand, and abide by these directions. Read the passage below and focus on the content. After you have read the passage, answer the questions that follow in the space provided.

#### How to Direct to Ensure Understanding of Trainee

##### *Step 1: Preparing a Trainee*

- Put the trainee at ease.
- Get the trainee excited about the new job.

##### *Step 2: Present the Job*

- Tell, show, and illustrate the job carefully and patiently.
- Stress the key points—explain the reasons why they are important.
- Instruct and demonstrate clearly and visibly—one step at a time and in small amounts with no more than can be understood.
- Ask questions to uncover understandings and misunderstandings.
- Repeat instruction if deemed necessary through the questioning that took place.

##### *Step 3: Have Trainee Perform the Task*

- Have the trainee walk through the task while the instructor observes closely and corrects errors.
- Have the trainee complete the job a second time while explaining the key procedures to the trainer.
- Ask the trainee what, why, when, and who questions during and following the demonstration.
- Have the trainee continue doing the job as the trainer observes the performance until the performance is satisfactory.

##### *Step 4: Follow-up*

- Put the trainee on his/her own.
- Designate to whom he/she should go for help if needed.
- Check the trainee frequently and watch follow-through on key components of the task.
- Encourage questions by not rushing the trainee.
- Slowly taper off coaching and close follow-up.

## Reading Questions

1. There are four major steps presented in this passage. Do you think they need to be followed in order or can they be followed randomly?

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2. If you were the person working with a trainee, would you consider these directions complete? Are there any directions which you consider unnecessary or confusing? Briefly explain.

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