

Objective 5.05 Content Outline

Knowledge/Skills

Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Performance Indicator

Develop a promotional plan for a business (PR:097)

Objectives

1. Describe steps in promotional planning.
2. Determine components to include in a promotional plan.
3. Explain guidelines for developing a promotional plan.
4. Demonstrate how to develop a promotional plan.

Resources/Textbooks

Allen, K.R. & Meyer, E.C. (2006). *Entrepreneurship and small business management* (pp. 254-256). Woodland Hills, CA: Glencoe/McGraw-Hill.

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PPAI. (1994-2010). *Seven steps to a successful promotional campaign*. Retrieved June 7, 2010, from <http://www.ppa.org/Buyer/How+Do+I/Develop+A+Promotional+Plan/>

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Whitehead, L. (2008, January 1). *How to create a promotional plan*. Retrieved April 19, 2011, from <http://www.adbase.com/Blog/Marketing-Planning/PromotionalPlan>

Wirth, R. (2010). *Integrated marketing communication*. Retrieved June 7, 2010, from <http://www.entarga.com/mktgplan/imc.htm>