

① Steps in promotional plan

- * analyze market "scan, look over, research"

- * Identify target market

- * Develop promotional objective
 - help reach goals

- * Budget = Manage budget

- * select promotional strategy mix \rightarrow medium

④

- Pre-opening
 - budget
 - identify market

- On-going

- Re-evaluate
 - research
 - New products
 - Revise products



Unit 3 Notes

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Function transformations

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