***Marketing Applications***

***Promotional Mix Project***

***Directions:***

You will have a total of **30 minutes** to come up with a promotional campaign for product you are given. Have fun!

Your job is to develop a ***Promotional Campaign*** for one product of the business you are given. Your group will be judged on the following:

1. Creativity and uniqueness of the promotional campaign
2. Feasibility of promotional campaign for your restaurant
3. Use of entire promotional mix strategies
4. Potential effectiveness of promotional campaign
5. Campaign theme tying all part of the promotional mix together to create one clear and concise campaign that will promote sales and long term growth

***Sales Presentation***

1. Promotional Campaign Theme or Concept

Describe the overall campaign idea you will be using to promote your restaurant. Be sure to describe who you target market is and the customer profile of your audience.

1. Promotional Mix Item #1: Personal selling
2. Promotional Mix Item #2: Advertising
3. Promotional Mix Item #3: Direct marketing
4. Promotional Mix Item #4: Sales promotion
5. Promotional Mix Item #5: Public relations

**Make sure to explain/demonstrate how you will incorporate these FIVE promotional mix items in your presentation!**