Retail

Diagram the Promotional Mix

**Directions**: Create a diagram of the Promotional Mix. In the center, have the words, Promotional Mix, then go out to include each element of the promotional mix. At each element of the promotional mix, provide 2 examples of this element. Use the diagram below to get you started.

Example of Element 1

Example of Element 1

And so on . . .

Element 2

Element 1

Promotional

Mix