**Promotional Methods**

As we have learned from this lesson, there are 3 types promotion that businesses use to promote their products and services:

Advertising

Publicity

Sales Promotion

Your task is to define what each of these methods are, and then find an example online of that method. Ideally, you will find an example of each method relating to the same company.

1. Pick a company or store that you would like to find promotional material for.
2. Find an example of an advertisement that this particular company has done, then find a publicity piece that has been written about them, then finally find an example of a sales promotion that the company would use.
3. Once you have found all three pieces, I would like you to create a poster using MS Word that highlights each of the methods with their definitions, the name of the company you chose, and the examples that you have found.
4. Email me the poster when you are finished.