

Promotional advertising strategies in loyalty marketing

Curriculum: Curriculum is found in Unit 6 - Promotion in Marketing Essentials textbook.

- The concept of promotion is persuasive communication. The five types of promotion in the promotional mix: 1. Personal selling, 2. Advertising, 3. Direct marketing, 4. Sales promotion and 5. Public relations.
- Consumer promotions. The use of coupons, premiums, deals, incentives in regards to loyalty marketing programs including online loyalty marketing.
- Advertising campaign involve 6 steps: 1. Identify the target market, 2. Determine objectives, 3. Establish a budget, 4. Develop the message, 5. Select the media, 6. Evaluate the campaign.
- Parts of print advertisement: headline, copy, illustrations, the signature, a slogan.
- **Instructional Strategies:** I would assign groups of 3 or 4, depending on class size and availability of computers. We would review textbook curriculum necessary to complete project. A pre assessment would be given on basic concepts. I would create a rubric with the problem and outcomes clearly stated.
- **Objectives:**
 - Students will be able to explain the role of promotion in a business and identify the five types of promotion in regards to the stated problem to be measured in the pre assessment.
 - Students will be able to create a print advertisement to show a creative use of consumer promotions in regards to a loyalty marketing programs including online loyalty marketing to be assessed by rubric.
 - Students will present their final advertising campaign to Doug Campbell from Tenney A. Norquist using a PowerPoint presentation to be graded by rubric.
- **Activities:**
 - I would present the project as a real life problem solving issue and explain my internship for the week. They would break into groups of 3 or 4 students.

- **Project**

<p>Tenney A. Norquist has a large customer base of consumers who pay a yearly fee to have their air conditioning/heating unit serviced on a regular basis usually twice a year. As soon as it starts to get hot (last week), they start calling to schedule service. They have a limited amount of staff to answer service calls and regular customers are given a priority. I listened to the dispatchers turn down new business because all the technicians are busy doing routine calls. Your assignment is to create a promotional advertising campaign in loyalty marketing and present your findings to the company.</p>	
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Steps:

Define target market. Class and group discussion. Type results.	
Determine objectives <ul style="list-style-type: none"> ● Brainstorm ideas and pick three main goals to present. Class and group discussion. Type results. 	
Develop the message <ul style="list-style-type: none"> ● Create a flyer as a print advertisement using all 5 components. Rubric to grade. 	
Select media <ul style="list-style-type: none"> ● Create a PowerPoint (8 – 10 slides) to showcase how your promotional advertising campaign works. Use another rubric to grade. 	
Evaluate campaign <ul style="list-style-type: none"> ● Present final PowerPoint presentation and print advertisement. (Assessment) 	

- **Assessment:** Pre assessment would be given before the project and rubrics would be used to grade the print advertisement and PowerPoint.
- **Products:** Print advertisement and a Promotional Advertising Campaign PowerPoint.