 **Title:** **Promotion basics**

* **Annotation:**

We buy items primarily as a result of promotion, that is a part of our daily lives. This activity will help understanding the different means of promotion available nowadays and to select the most adequate according to the product or service that is offered. It can be used together with business or product/services ideas activities.

 **Key Competencies:**

To understand the differences between means of promotion.

 **Expected Output:**

Students know different means of promotion and select the adequate ones according to different products/services to be promoted.

 **Keywords:**

Promotion.

* **Objective of the course:**

To know and to select different means of promotion

* **Theoretical part – explanation of the content:**

This activity will help learners to know the different means of promotion and help them choosing the right ones according to the product or service to be promoted. Distribute the handout and ask learners to read it until the activities section. Explain any doubts. After that tell learners to do the activities and at the end let them tell their answers. The small group activities should be presented by all group members. Debate each time there are different points of view for an answer.

**References:**

<http://www.entre-ed.org/teacher-classroom-resources/promotion-basics>