



English  
Path



GLOBAL APPLIED KNOWLEDGE

PART OF GLOBAL EDUCATION GROUP

# CREATIVE PROMOTION

## IN BRIEF

Learners study how creative promotion influences the buying decisions of customers, stimulates demand, creates brand personality, and promotes products and services.



## INTRODUCTION

Effective promotion attracts and persuades customers to buy products and services. It is used to stimulate sales and develop brand loyalty. Businesses use a range of marketing communications and activities to convey their messages.

This unit will develop your understanding of the ways in which businesses communicate with current and potential customers for promotional purposes. You will explore the methods used by contrasting businesses and reflect on the suitability of specific methods used to achieve marketing objectives.

In this unit, you will use your creative skills to produce a fully costed plan for a promotional campaign. The unit will help you to decide if you would like to work in or continue to further study in this area.

## SUMMARY

### Learning Aim

Explore the role of integrated marketing communications in creative promotion

Review the effectiveness of the promotional mix used by different businesses

Create a plan for a promotional campaign

### Content Area

- Developing effective marketing communications
- The importance of integrated marketing communications

- The elements of the promotional mix
- Influences on the choice of promotional activities

- Linking promotional methods to market segments
- Costing promotional activities
- Planning promotional activities
- Ethical and legal dimensions of promotional activities

### Assessment

A report on the effectiveness of the promotional activities used by different businesses, comparing the campaign plan produced by learners to other businesses.

Produce and present a proposal for a promotional campaign, showing how appropriate communication methods will be utilised in order to meet the needs of customers.

The plan will be fully costed and the learner will show how they intend to spend their budget on different activities. Learners will need to produce examples of proposed promotional materials in their presentation.