

Name:

Date:

Class:

Institutional Promotion

Skill:

- Application (AP)

Time on Task:

- 30–35 minutes

Goal/Purpose:

- The goal of this activity is to research a business to examine what type(s) of institutional promotion they use.

Working with a partner, choose a business you would like to research. Select a business you think has promoted itself well and determine the type of institutional promotion used. Then, respond to the following prompts to guide in the development of a written report. Your instructor will identify the procedure for handing in your written report. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. Identify the business you chose for your research.

Answer:

2. Summarize how the company incorporates traditional promotional strategies in their institutional promotions.

Answer:

3. Identify any digital promotional strategies the company used for institutional promotions.

Answer: