

Name:

Date:

Class:

Lesson 10.1

Check Your Understanding

1. Explain the difference between institutional promotion and product promotion. (10.1-1)

Answer:

2. Describe the factors that should be evaluated in a promotion. (10.1-1)

Answer:

3. Identify the elements of the promotional mix. (10.1-2)

Answer:

4. Discuss the importance of a company's online presence and digital marketing. (10.1-3)

Answer:

5. Explain the purpose of a push promotional strategy. (10.1-4)

Answer: