

Placement and Promotion

Session 9

Date: _____

Assignment Due: _____

Class Opener

Session 8 Homework and Worksheet Review

Instructor Topics and Worksheet Time

1. Placement Strategies
2. Promotional Strategies

Break



Guest Speaker

Instructor Topics and Worksheet Time—continued

3. Promotional Strategies—continued



Assignment for Session 10:

WORKSHEETS Read and complete Session 9 worksheets.

WRITE First, complete all of the Session 9 worksheets. Then, using the *Writing Your Business Plan* page at the end of the Session 9 worksheets, write **Section V. The Marketing Plan, Part C. Marketing Strategies (Product Lines, Positioning, Packaging, and Pricing)**. Follow the instructions on the *Writing Your Business Plan* page.

TEXT Read all the material in **Session 11: Selling Success**.