**Business**

**Week 15: Advertising and Promotion**

**Handout 1: Advertising Channels**

**Objective:**

* Understand different advertising channels and their benefits for promoting a product or service.

**1. What are Advertising Channels (广告渠道)?**

Advertising channels are ways businesses communicate with customers about their products or services.

**Types of Advertising Channels:**

1. **Traditional Channels (传统渠道):**
	* TV, radio, newspapers, and magazines.
	* Example: A radio ad about a gadget sale.
2. **Digital Channels (数字渠道):**
	* Social media, websites, and search engines.
	* Example: A YouTube ad showing a new product.
3. **Outdoor Advertising (户外广告):**
	* Billboards, banners, or posters in public places.
	* Example: A billboard near a busy street.
4. **Word-of-Mouth (口碑广告):**
	* Customers telling others about a product.
	* Example: A satisfied customer recommending a gadget to a friend.

**2. Activity: Match the Channel**

**Task:**
Match a product (e.g., a new phone, a local café) with the most suitable advertising channel and explain why.

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**3. Homework:**

Write a short paragraph explaining which advertising channel you would use to promote a new product for your business and why.

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**Handout 2: Promotional Campaigns**

**Objective:**

* Learn how promotional campaigns are used to attract customers.

**1. What is a Promotional Campaign (促销活动)?**

A promotional campaign is a planned effort to encourage people to buy a product.

**Common Types of Promotions:**

1. **Discounts (折扣):**
Example: "Buy one, get one free."
2. **Free Samples (免费样品):**
Example: Offering a free trial for a gadget.
3. **Contests and Giveaways (比赛和赠品):**
Example: Running a contest to win a new product.
4. **Loyalty Programs (忠诚计划):**
Example: Points for every purchase that can be redeemed later.

**2. Activity: Plan a Promotional Campaign**

**Task:**
In small groups, create a promotional campaign for your business. Include:

* The type of promotion.
* How it will attract customers.

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**3. Homework:**

Describe a promotional campaign you’ve seen or participated in. Was it effective? Why or why not?

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