

Exercise #5 What It Takes

In this exercise, you will evaluate marketing strategies.

The instructor will show two promotional items for a program. Compare them and star the flyer you think would be most effective.

Program One:

| | Marketing Strategy A | Marketing Strategy B |
|----------------------------|----------------------|----------------------|
| What I Liked: | | |
| What I Didn't Like: | | |

Program Two:

| | Marketing Strategy A | Marketing Strategy B |
|----------------------------|----------------------|----------------------|
| What I Liked: | | |
| What I Didn't Like: | | |