**Learner Preparation-Individual Project**

Promotion is any form of communication that a company uses to inform, persuade, or remind consumers about its products or services.

* Students describe how a product they purchase regularly is promoted.

Directions: List a product or service that you regularly purchase. Then list five forms of promotion for the product or service.

Product or Service that I Regularly Purchase: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Five forms of Promoting the Product or Service

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| 1. |
| 2. |
| 3. |
| 4. |
| 5. |