**Sales Promotion Group Slideshow**

In groups, students will come up with both a product and a way to promote the product to the pre-teen target market.

Promotion will include:

Product-What are we offering?

Price-How much is our product?

Place-How are we going to distribute our product and where?

Promotion-How will we promote our product?

Things to consider:

* Advertising
* Merchandising
* Contests
* Displays
* Publicity
* Personal Selling