**Extension/Enrichment Assignment #1**

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First your team must identify a product or service that is commonly promoted. Outline the form of promotion used and the message conveyed in each promotion. Based upon this information, your team must determine the target market that the company is trying to reach and the promotional objective the company is trying to achieve. Using a minimum of seven slides, your team will present this information in a PowerPoint presentation to the class and field questions asked after the presentation.

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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