**Independent Practice Assignment #1 – National Brand Research**

Your team will choose a national brand and research how it uses advertising, public relations, personal selling, and sales promotion to effectively grow the business. This assignment includes preparing a report and PowerPoint Presentation on the specific promotional efforts of the brand and why those strategies have worked for that company. You will print your PowerPoint presentation on a handout consisting of three slides per sheet. You will present your information and PowerPoint presentation to the class.

**Independent Practice Assignment #2 – Effective Advertising Research**

Select an advertisement from a magazine or newspaper and show the ad to eight people, asking them the following questions:

* What is the message for this ad?
* What does the ad tell you about the company that is running it?
* Does the ad make you want to buy this product or use this service?
* What other promotions are being used by this company?

Your team will prepare a summary of the findings from your research and present the results in the form of a PowerPoint presentation to the class.