

**ENTREPRENEURSHIP**  
**Understanding Elements of the Promotional Mix**

You and your partner(s) have been assigned an element of the promotional mix. You will need to create a poster to explain this element to the rest of the class. Visual samples (found in magazines and newspapers) will be used to help explain your element.

On your poster you will include:

- Promotional mix element (at the top)
- Definition of element
- Examples of element
- Disadvantages and Advantages of using that element
- Samples of

Grades are based on content, visual appearance, and samples.

You and your partner will be sharing information on \_\_\_\_\_.

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