

## Worksheet 45: Promotion (Emkhe, Fulton, Lusk, 2005)

*Describe your product's promotion in the first column and your competitors' promotion in the second.*

	<b>Your Product</b>	<b>Your Competitors' Product</b>
<b>Advertising</b>		
<b>Radio</b>		
<b>Television</b>		
<b>Print</b>		
<b>Electronic</b>		
<b>Word of Mouth</b>		
<b>Other Methods</b>		
<b>Public Relations</b>		
<b>Personal Selling</b>		
<b>Sales Promotion</b>		