

Promotion

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LAP Modules



Ad-quipping Your Business (Types of Promotional Media)

Have you heard about the latest trends in advertising media? They involve cell phones, virtual worlds, and tattoos! Check out *Ad-quipping Your Business* to read about all of these trends. And, don't worry—all of the more traditional advertising media are discussed in detail as well. ©2009. Recommended: HS/PS

LAP-PR-003C-SP-4...\$43.95
(Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-003K-SP-4...\$25.95 (Member: \$21.95)

Ad-quipping Your Business (PowerPoint)
PSW-PR-003-4...\$49.95 (Member: \$35.95)



New! Know Your Options (Types of Promotion)

Promotion is essential to the success of any product or company. Good promotion can get your product into the hands of millions of satisfied customers! ©2010
Recommended: HS

LAP-PR-004C-CS-4...\$43.95
(Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-004K-CS-4...\$25.95 (Member: \$21.95)

Know Your Options (PowerPoint)
PSW-PR-004-4...\$49.95 (Member: \$35.95)



New! Razzle Dazzle (Nature of Promotion)

Promotion is essential to the success of any product or company. Good promotion can get your product into the hands of millions of satisfied customers! ©2010.
Recommended: HS

LAP-PR-002C-CS-4...\$43.95
(Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-002K-CS-4...\$25.95 (Member: \$21.95)

Razzle Dazzle (PowerPoint)
PSW-PR-002-4...\$49.95 (Member: \$35.95)

**Satisfaction
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LAP Modules (Continued)

Sports-Related Promotion



Play to the Fans

Fans have a certain image of their favorite entertainer, event, or sport. Find out how businesses use PR and publicity to influence public perceptions. ©2005.
Recommended: HS/PS

LAP-PR-019C-SP-4...\$43.95 (Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-019K-SP-4...\$25.95 (Member: \$21.95)

Play to the Fans (PowerPoint)
PSW-PR-019-4...\$49.95 (Member: \$35.95)

Scoring Customers Through Sponsorships

Find out why businesses sponsor sports/events. Discover ways that sponsorship relationships are formed. Learn issues to consider when selecting sports/events to sponsor. ©2005.
Recommended: HS/PS

LAP-PR-017C-SP-4...\$43.95
(Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-017K-SP-4...\$25.95 (Member: \$21.95)

Scoring Customers Through Sponsorships (PowerPoint)
PSW-PR-017-4...\$49.95 (Member: \$35.95)

What's the Big Idea? (Out-of-the-Box Sales Promotions)

"Out-of-the-box" sales promotions catch people's attention, create excitement for the game or event, and stand out from the crowd of competitors. Learn how you can identify great ideas for these one-of-a-kind opportunities. ©2006.
Recommended: HS/PS

LAP-PR-018C-SP-4...\$43.95
(Member: \$33.95) (complete)

Additional copies of student LAP (20)
LAP-PR-018K-SP-4...\$25.95 (Member: \$21.95)

What's the Big Idea? (PowerPoint)
PSW-PR-018-4...\$49.95 (Member: \$35.95)

Promotion

Videos/DVDs



Revised! Best of 2009: Clio Gold Plus

Preview before showing: Some ads may not be appropriate for high school audiences.

This program showcases the best of the Clio winners for the year 2009. Entries include "Beauty Bowling" (Esthe WAM Hair Removal), "Bulldozer" (Crest), "Damn Boots" (Nomis Football Boots), "Doghouse" (JCPenney), "Everybody Against Everybody" (Amnesty International), "Fate" (Nike), "Get It On" (Durex), "It's Mine" (Coca-Cola), "Piñata" (Skittles), "Rabbit" (Comcast), "Secrets and Lies" (Levi Strauss), "So Cute" (Axe Shower Gel), "Sound Designer" (HILTI Vegetarian Restaurant), "The Calling" (Gran Centenario Tequila), "Transformation" (Australian Tourism), and more. ©2009. Length: 45. Recommended: HS/PS

DVD-09-185-4...\$169.95 (Member: \$161.45)

Revised! The Clios 2009

Preview before showing: Some ads may not be appropriate for high school audiences.

This program brings together 2009's winners of the gold, silver, and bronze Clio Awards. Entries include "Aaron Burr" (California Milk Processor Board), "Announcement" (Carlsberg Lager), "Brother of the Bride" (Hallmark), "Dance" (T-Mobile), "Eyebrows" (Cadbury's Dairy Milk), "Fight" (Volkswagen Golf), "Heist" (Coca-Cola), "Love at First Flight" (Virgin Atlantic 25 Years), "Penguins" (BBC iPlayer), "Presence" (Mercedes-Benz), "Sea Orchestra" (United Airlines), "Soap" (Wego), "This Is Your Final Wake-Up Call" (Nike), "Unboxed" (Audi Q5), "Walk for Safe Sex" (Trojan Condoms), and many more. ©2009. Length: 109. Recommended: HS/PS

DVD-09-184-4...\$299.95 (Member: \$284.95)

Revised! Direct Response, Out-of-Home & Supplemental Media

Discuss how direct response has become an integral part of the marketing communications program for many firms. ©2009. Length: 18.

Recommended: HS/PS

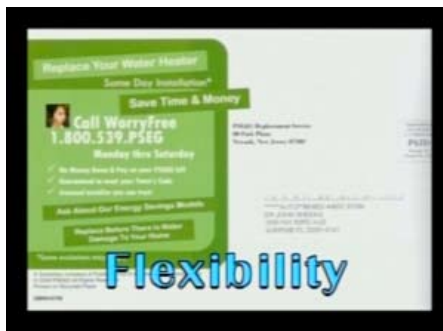
DVD-09-064-4...\$135.00

(Member: \$128.25)

Display Lighting

Shows how to effectively use lighting to increase display pulling power. ©2009. Length: 25. Recommended: HS/PS

DVD-09-065-4...\$140.00 (Member: \$133.00)



Visual Merchandising

Shows how to build effective visual merchandising presentations. ©2009. Length: 25. Recommended: HS/PS/AD

DVD-07-018-4...\$140.00

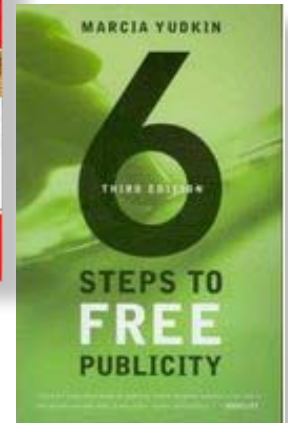
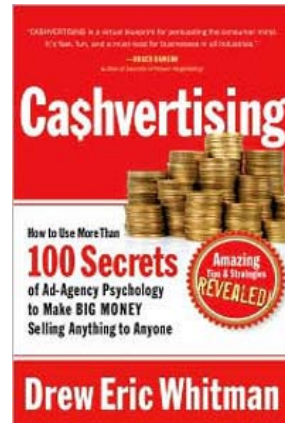
(Member: \$133.00)



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Reference Books



Revised! Careers in Focus: Advertising and Marketing: 2nd Ed.

Careers in Focus: Advertising and Marketing, Second Edition covers 21 careers for students interested in pursuing a career in this field. ©2009. Length: 208. Recommended: HS

RB-09-086-4...\$32.95 (Member: \$31.30)

New! Cashvertising

Barely one in a hundred businesspeople knows these facts about creating powerful advertising. Do You? Like a wild roller-coaster ride through the streets of Madison Avenue, Cashvertising teaches you the tips, tricks, and strategies that New York's top gun copywriters and designers use to persuade people to buy like crazy. ©2009. Length: 192. Recommended: HS/PS

RB-09-134-4...\$14.99 (Member: \$14.25)

New! Field Guides to Finding a Career: Advertising, Sales, and Marketing

Advertising, Sales, and Marketing provides readers with valuable insight on how to change careers and features interviews with professionals in the field as well as self-assessment tests to get them on the right path. This valuable new career guide helps readers identify important skills or qualities needed to succeed in this field, and a list of further information and trade organizations is also provided. ©2009. Length: 176. Recommended: HS

Hardcover: RB-09-123HC-4...\$39.95 (Member: \$37.95)

Softcover: RB-09-123SC-4...\$16.95 (Member: \$16.10)

Revised! Six Steps to Free Publicity: 3rd Edition

Want the world to know who you are, what your company offers, or the urgency of your cause? With the popularity of the Internet, it's never been easier for an ordinary Jane or Joe to use publicity to spread the word. Whether you want to attract new business, establish yourself as an expert, build your company's reputation, or introduce a new concept to the community, free publicity is the cheapest, most credible way to do it. ©2009. Length: 288. Recommended: HS/PS

RB-09-132-4...\$15.99 (Member: \$15.20)

Promotion

PowerPoints by CEV

These products are produced by CEV Multimedia and have not been reviewed by MBAResearch. Your satisfaction is guaranteed with ALL products purchased from MBAResearch. Additional, professionally produced PowerPoint presentations are listed with individual LAP modules.

Advertising for Agriculture

Forms of advertisements, advertising mediums and developing advertising plans, basic marketing and segmentation techniques. ©2009. Length: 64. Recommended: HS

PPT-09-003-4...\$69.00 (Member: \$65.55)

Advertising for Business

Methods and mediums used for advertising, forms of advertising, the process for calculating media costs and the importance of marketing and segmentation. ©2009. Length: 75. Recommended: HS

PPT-09-076-4...\$69.00 (Member: \$65.55)

Advertising with Billboards

Outdoor media, including the growing popularity of billboards as an advertising medium. ©2009. Length: 45. Recommended: HS

PPT-09-105-4...\$59.00 (Member: \$56.05)

Artistic Merchandising Design

How the artistic design of displays plays a big role in the success of merchandising tips for choosing the best display for different types of products. ©2009. Length: 58. Recommended: HS

PPT-09-135-4...\$59.00 (Member: \$56.05)

Designing Radio Ads

Details necessary for students to learn how to purchase and schedule a radio advertisement, and provides them with effective design techniques. ©2009. Length: 38. Recommended: HS

PPT-09-104-4...\$59.00 (Member: \$56.05)

Introduction to Public and Community Relations

Types of public and community relations are defined and thoroughly explained with real-world examples. ©2009. Length: 32. Recommended: HS

PPT-09-147-4...\$69.00 (Member: \$65.55)



Media Relations

This presentation explains the importance of media relations as a function of public relations. ©2009. Length: 30. Recommended: HS

PPT-09-145-4...\$59.00 (Member: \$56.05)

Online Advertising

This presentation will explore the world of online advertising. Students will explore what is defined as online advertising, and learn and analyze its different forms. ©2009. Length: 35. Recommended: HS

PPT-09-102-4...\$59.00 (Member: \$56.05)

PowerPoints (Continued)

Producing Print Advertisements

Designing an effective print advertisement requires understanding certain elements, such as selecting a target market, types of publications, buying advertisement space, color, fonts and layouts. ©2009. Length: 118. Recommended: HS

PPT-09-106-4...\$59.00 (Member: \$56.05)

Promoting the Product

Role of brand awareness and the impact of various advertising mediums in society. Evaluate the elements of the promotional mix and identify the components of a formal marketing plan. Learn the basic aspects of public relations and how it can benefit a company or organization. ©2009. Length: 69. Recommended: HS

PPT-09-082-4...\$69.00 (Member: \$65.55)

Promotional Mix

Role of the promotional mix in the overall efficiency, effectiveness and success of a company. Examples of different techniques are given, and how they can vary depending on company and product type. ©2009. Length: 51. Recommended: HS

PPT-09-111-4...\$69.00 (Member: \$65.55)

Public and Community Relations

Importance of effective public relations and information which is relative at national, state and local levels. ©2009. Length: 36. Recommended: HS

PPT-09-138-4...\$69.00 (Member: \$65.55)



Publicity: The Dangers and Benefits

Through the use of real-world examples and scenarios students will learn how various kinds of publicity can impact businesses and individuals. ©2009. Length: 30. Recommended: HS

PPT-09-146-4...\$69.00 (Member: \$65.55)

Telemarketing Basics

Types of telemarketing a business can use, along with telemarketing rules and guidelines. Basic steps required in creating a valuable telemarketing campaign. ©2009. Length: 35. Recommended: HS

PPT-09-108-4...\$59.00 (Member: \$56.05)

