Unit 2 Presentation

For this chapter, you will pair up (or work individually) with someone from the class.

You will pick a company – be it for clothing, cologne, make-up, automobiles, sports apparel – the choice is yours (try to pick a company with one or two product lines) so pick something that interests you.

Research the company and find out how they address the following when trying to promote their product and reach the consumer:

Consumer’s Lifestyle – what they do for work and pleasure, how they spend their money, where they live, are they single, married, etc

Current Trends – what is the “in” thing today in your industry? Does your company meet the “in”s of today?

Customs/Habits – how do people who shop in your industry buy? For special occasions, all the time, out of habit? How does your company meet their needs in that way?

Safety – how does your company ensure customer and product safety?

Promotion – how does your company make people aware of the goods/services they sell?

In Store Sales – do they have stores? Where are they located? How are they set up?

Online Sales – do they use online sales? What are the price differences from their store prices?

One other topic of your own.

Either create a Prezi or Powerpoint presentation to showcase your research to the class to be ready for the middle of next week.

Be creative, add pictures with only limited text and speak (rather than read) to the class about your findings. Be equally involved with your partner. Make sure all 8 points are covered (this may not be possible depending upon your company).