Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing 6.3 Questions**

**Checkpoint pg. 149**

* Define sales promotion and publicity.

**Checkpoint pg. 150**

* How can the Internet be used for promotion?

**Think Critically pg. 151**

1. Why are sales promotion and publicity considered forms of promotion?
2. How can a business attempt to increase positive publicity and reduce negative publicity?
3. Why are people willing to pay money to purchase and wear apparel that promotes a company’s brand name?
4. Why has the internet become such an important promotional medium even though it accounts for a very small percentage of consumer purchases?