

As a Retail Sales Associate you need to be familiar with the store's advertising campaigns and promotions.

Part 1:

1. Pair up with a partner and brainstorm why it is important to be familiar with your store's current advertising campaign.
2. What information should you be looking for when reviewing the current advertising campaign?
3. Where could you find information about the current advertising campaign?

Part 2:

You are a retail sales associate at _____. Your team, consisting of you and two of your colleagues (fellow employees of course) will be responsible for reviewing the current advertising campaign and teaching the rest of your colleagues (your classmates) in a five-minute presentation.

Review the promotions package you have been given to create your presentation.

You should consider the following in your presentation:

- What are the featured items or promotions being advertised?
- How could you communicate these to customers?
- Are there any limits to the sale? For example, is there a limit to the number of items one person can buy?
- Are rain cheques available for promoted items?
- How long is the promotion period? When does the promotion start and when does it end?
- Are there any coupons available?
- Are there any additional promotions being offered (eg. Bonus points, rebates etc?)