**Promotion (Marketing Communications) Exercise**

This exercise is based on the AIDA model as discussed in the short lecture.

Taking a product of choice choose two marketing communications media types from the list below for each stage of the AIDA model, explaining why you have chosen these (you can choose the same media for more than one stage if you believe it is appropriate).

**Media types**

Advertising (Print, Billboard, Outdoor, TV)

Websites

Digital (Social Media Platforms, Email)

Face to face sales

In store promotions

Telephone sales

Events

