

## Chapter 11 Outline

### Promotions

- Keys to Successful Promotions
- Types of Promotions
- Methods for Executing Promotions
- Internal Promotions
- Cost/Payback

### Case Examples

## Competencies

1. Explain the keys to successful promotions. (pp. 158–159)
2. Identify the different types of promotions. (pp. 159–163)
3. Describe methods of executing promotions. (p. 163)
4. Describe the benefits of internal promotions, identify the elements that determine a successful internal promotion, describe how to determine desired payback from promotions, and cite case examples of good and bad promotions in the hospitality industry. (pp. 163–170)