APPENDIX 19

Dear Guest Speaker;

Thank you for agreeing to come in to speak to our class on \*date\* at \*time\* in \*room\*. Please sign in at the office when you arrive. Have the office page me and I will send a student to escort you to our class. This is a grade 11 workplace level Retail and Services Marketing class.

I am sure the students would be interested in learning how you arrived at your current career, as some of them may follow your path, so it may be nice to open with that.

Some of the key concepts that we are covering are:

The goals of advertising

When advertising is important

Goals of advertising

Intent

Message

Appeal

Types of media

Specialty advertising

Media relations

Special sales

Coupons

Feel free to address any of these topics that you feel most comfortable with.

Once again, thank you for giving your time to this very worthwhile activity. If you have any questions, or need any equipment reserved, please feel free to call me at the school or email me.

Regards,

Your signature

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ext\_\_\_\_\_\_\_\_

Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_\_\_\_\_