

**Marketing Management**

**Blizzard Bag Days #1, #2, #3**

Name\_\_\_\_\_

Date\_\_\_\_\_

Class Mods\_\_\_\_\_

Directions: Choose a movie or television program. Complete the form below to identify advertisers sponsoring the movie/show during commercial breaks (BB#1). During the program identify the Product Placement by listing all recognizable products (BB#2), signs in background and makes/models of vehicles(BB#3).

**Program Title**

\_\_\_\_\_

**Advertisements (BB#1)**

Paid mass message through media

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

**Product Placement(BB#2)**

Products used by or in background of program

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

**Vehicles (BB#3)**

**Make/Model**

Ex. Ford Mustang or Dodge Ram Truck

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.