Assume that you are the newly hired promotion manager for Rolex watches and Timex watches

1-Compare the promotion strategies for the two products and brands. How does each company tailor its promotion to reach its own target market?

2- Where do these brands advertise? On the Internet? On television? If so -what programs? What magazines?

3- Review the 4 parts of the promotion mix: advertising, direct sales, sales promotion and publicity. Which components would be most appropriate for each product and why? For example, some brands would not use sales promotion.

4- How could each company use social media marketing? Or would you advise the company not to get involved in social media?

**Looking for a 4-5 page report from you on the above!** So that I can expand on your input to complete my assignment of 10-12 pages, thanks in advance!