

UNIT 5

Buy 1, Get 1 Free

In this unit, you will learn the following:

- ✓ The promotion of products and services through simple and basic advertisements.
- ✓ The types of advertisements

A. Let' Start- What is the promotion?



(Adopted from: <https://www.paperdaisycrafting.co.uk/2021/03/my-buy-one-get-one-free-sale-just-got.html>)

With your friend, discuss the following questions:

- What do you think about promotion?
- Why do people like discounts?
- Do customers prefer discounts or vouchers?
- Why do you think that the shop gives a discount?
- Do you like to go shopping during the sales? And why?