**Cosmetology Advertising Assignment**

As future cosmetologist, you will need to promote yourself as a stylist, whether in a salon, or as a salon owner.

There are many ways to advertise yourself and your salon. Directions: complete **all parts** of the assignment

**Advertising Materials**

1. Create name for your salon and determine the location

 2. Create a logo

3. Create a slogan

4. Create a business card for your salon (use Microsoft Word)

* Include Name of Salon, Logo, Slogan, Location, Phone, Hours

5. Create a menu of the services and prices that will hang in your salon.

* 1-page document
* o Include Name of Salon, Logo, Slogan, Location, Phone, Hours

6. Advertise that your salon is having a special for **New Clients**

* What is the new client special?
* Describe the new client special-give details
* How long is the special good for?
* Include Name of Salon, Logo, Slogan, Location, Phone, Hours
* Design a Flyer/Postcard mailing

Reflection: On the back of the advertisement, write a 1 paragraph reflection as to why you feel this is a good new client special. What makes it a good special? How will you alter your special if no one takes advantage of this special?

7. Advertise that your salon is having a special **Prom Event**.

The details of the prom special are up to you.

* Description of the Prom special. Be sure to Include: cost, consultation, what is included (makeup? hair? nails? Trial run?)
* How long is the Prom special?
* Design Flyer/Postcard mailing

Reflection: On the back of the advertisement, write a 1 paragraph reflection as to why you feel this is a good Prom Special. What makes it a good special? How will you alter your special if no one takes advantage of this special?