

MARKETING ASSIGNMENT

We have learned that marketing is an important element in business as it leads to the successful exchange of goods and services between the producer and the consumer. The goal of marketing is to create an exchange that will satisfy human needs and wants. Individually, you are required to demonstrate an understanding of how you would manage the marketing and promotional aspects of a small business idea. Your task: Create a product that you would like to sell to others!

Marketing Analysis:

Customers:

Who is the target audience of the product? Include market segmentation details.

What wants/needs are being met by the product?

Competitors:

Who are the major competitors for your product?

Environment:

What trends are occurring in the market that are influencing your product decision?

Are there specific laws that you need to be concerned with?

Marketing Mix:

Product:

What is the name of your product? (Branding)

Describe the product. Include the features and benefits of your product.

What is the Logo for your product? (The main reason for having a logo is to create and reinforce your brand identity.)

What is the Slogan for your product?

Describe and do a rough copy of what the packaging for your product will look like?

Pricing:

What pricing method will be used?

What pricing strategy or strategies will be used initially?

What price will the product sell for?

Place (Channel of Distribution):

What distribution channel will you use?

Where will the customers be able to buy your product?

Promotion:

What type of selling method will be used?

Provide at least one sales promotion you will use to promote your product initially.

Name two advertising strategies/techniques will you use to advertise your product and what advertising medium will be used for each type.

For one of your advertisements for your product, indicate how you will attract *attention*, arouse *interest*, create *desire*, and cause *action* with your ad?

Advertise It! Prepare a magazine advertisement for your product. Remember to use colour, your logo, your slogan and any other technique that will help you sell your product.

Marketing Assignment Rubric

Name:

Product:

Thinking/Inquiry:

Customer analysis (/4 points)

- needs/wants
- target market (include market segmentation details)

Competitor analysis (/2 points)

Environment analysis (/2 points)

- legal issues / requirements
- trends

Application:

Product (/7 points)

- Name
- Description (including features & benefits)
- Packaging
- Realistic?

Pricing (/5 points)

- pricing method
- pricing strategy
- price of the product

Place (/3 points)

- channel of distribution
- location

Promotion (/8 points)

- selling method
- sales promotion
- advertising strategies/techniques and what medium
- advertising AIDA analysis

Communication :

Product Logo (/2 points)

Product Slogan (/2 points)

Magazine Advertisement (/5 points)

TOTAL MARKS /40