

Introduction to Marketing Final Project: South Shore Bank



South Shore Bank

- Your objective is to create a promotional plan for South Shore Bank using all elements of the Promotional Mix. Your plan and presentation should address the focus area identified in your group and approved by me.
 - Define Project Focus Area
 - You should include reasons for your recommendations based on research and our introductory presentation.
 - Your assignment will include:
 - A written promotional plan
 - Sample campaign item for each of the 5 elements of the Promotional Mix
 - Advertising
 - Sales Promotion
 - Direct Marketing
 - Personal Selling
 - Public Relations
 - You are creating a mix of concrete and digital examples and representations of your campaign. Your presentation to the client should include your unique idea, your examples, and research to back up your ideas. A description of what an ad might look like is not suitable. You are creating an actual sample ad.
 - 5-7 minute client presentation based on your research, findings & recommendations. Use a presentation platform as well as all

of your other visual aides. Your presentation should be showcasing the creative elements you develop for the 5 areas of the Promotional Mix- Advertising, Sales Promotion, Direct Marketing, Personal Selling, and Public Relations

- **Promotional Plan Written Template**

- **Section 1: Executive Summary**

- Complete your Executive Summary last, and, as the name implies, this section merely summarizes your promotional campaign.

- **Section 2: Promotion Target Audience**

- This section describes who you are trying to reach and WHY you are trying to reach them. You are addressing the opportunity that exists targeting a new market. It defines their demographic profile (e.g., age, gender), psychographic profile (e.g., their interests) and their precise wants and needs.

- **Section 3: Competitive Advantage**

- What is South Shore doing right? In marketing terms, identify their competitive advantage? What is the unique product(s) customers are receiving? In other words, what is the customer getting that they cannot get anywhere else and how will this campaign enhance the customer experience?

- **Section 4: Promotional Mix**

- This section will be the most detailed and outline your entire promotional strategy for this specific campaign. Address the following 5 areas of the Promotional Mix. Additionally, address your sample creative elements for the promotional mix.
 - Advertising
 - Sales Promotion
 - Direct Marketing
 - Personal Selling
 - Public Relations

- **Section 5: Financial Projections**

- The final part of your promotional plan is to create financial projections. For example, include the promotional expenses you expect to incur and what your expected results will be. It is understood these will be merely estimates. However, you need to provide where you are getting the information from.
 - **Section 6: Market Research**
 - Cite facts from your research that supports your campaign.
- **Tools for creating content**
 - [6 Instagram Stories Design Tools for Marketers](#)
 - <https://biteable.com>
 - iMovie
 - Adobe Spark
 - Powtoon
 - Ananimoto
 - <https://www.animaker.com>
 - <https://www.renderforest.com>
 - <https://www.adlaunch.com/>
 - <https://www.canva.com>
 - <https://mailchimp.com/>
- **Timeline of project**
 - **TBD**
 - **By the conclusion of Week 17, you need to confirm with me your perspective for the project and a written plan of how your group is dividing the tasks.**
- **Evaluation:**
 - You will be evaluated individually and collectively as a small team based on the **rubric below**. Report and presentation will be a group grade so it is important that ALL team members be a part of and have input (and review) into both elements.

- You will individually be evaluated on your behavior, staying on task, how you spend your class time, and how you're able to work effectively as part of a team.

Rubrics

Individual Effort/Contribution:

	Unacceptable-0	Needs Improvement-14	Proficient-17	Exemplary-20
Demonstrates Respect for Others	Poor behavior. Disruptive to other students. Lack of respect is demonstrated in the classroom. Comments show a lack of respect and courtesy	Classroom behavior needs to be improved. Needs to act in a more respectful way in the classroom. Needs to continually be spoken to regarding behavior or attitude. Demonstrates an inability to pay attention when others are speaking.	Classroom behavior was acceptable. Acts respectful in the classroom on most occasions.	Classroom behavior was superior, professional, and a model of how the teacher would like students to behave. Demonstrates self-respect and respect for others at all times.
Works Indep and Coop	Unable or unwilling to work independently or cooperatively with others. Unable to stay on task. . Inattentive and not involved during a majority of the project.	Needs improvement in the area of working independently or cooperatively with others. Able to accomplish few assigned tasks. Has a difficult time staying on task. Often inattentive and not involved with team.	Works independently or cooperatively with others most of the time. Able to accomplish most assigned tasks. Stays on task most of the time. Attentive on most occasions.	Works independently or cooperatively with others all of the time. Able to accomplish all assigned tasks. Stays on task all of the time. Engaged and a productive member of class. Always involved and attentive with team.

Team Report:

	Unacceptable -0	Needs Improvement-17.5	Proficient-21.25	Exemplary-25
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Write effectively	Writing is disorganized. Grammar, spelling, punctuation or capitalization errors are unacceptable . Did not proofread.	Writing could be more clear and organized. Many grammar, spelling, punctuation or capitalization errors. Needs to improve editing skills. Word selection, word choice and sentence structure could be improved.	Clear and organized writing. Few grammar, spelling, punctuation or capitalization errors. Demonstrates acceptable editing. Demonstrates good word selection, varied word choice and varied sentence structure.	Clear and organized writing. No grammar, spelling, punctuation or capitalization errors. Demonstrates extremely careful editing. Demonstrates excellent word selection, varied word choice and varied sentence structure. *Professional look
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Content/Communicate effectively	Student did not communicate effectively in writing or orally throughout the duration of this project. Final product demonstrates an unacceptable ability to communicate effectively.	The communication of ideas and information within the project are not very clear and misunderstood by the audience. Communicates an unclear message to a specific audience. Few details (SSB not likely to implement ideas)	The communication of ideas and information within the project are somewhat clear and understood by the audience. Communicates a somewhat clear message to a specific audience. Some details. Could have explained in more depth.	The communication of ideas and information within the project are clear and easily understood by the audience. Communicates a clear message to a specific audience. (through report) Excellent details (SSB more likely to implement) Use of marketing terminology demonstrates the ability to apply marketing concepts to real business.
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Team Presentation:

	Unacceptable-0	Needs Improvement-17.5	Proficient-21.25	Exemplary-25
Communicate effectively	Final product demonstrates an unacceptable ability to communicate effectively.	Team was not prepared to present & it was obvious that it hadn't practiced. Many parts of presentation could have been improved in areas of presenting information (i.e. reading) or through the use of technology. Duration between 5-10+ min.	Presentation was acceptable. Some parts of presentation could have been improved in areas of presenting information (i.e. reading) or through the use of technology. Duration between 5-10+ min	Excellent presentation. Members knew what they were talking about. Persuasive with excellent voice volume, clarity. Presentation was organized, rehearsed & used technology effectively. Duration between 5-10+ min.