

Guide for Marketing Task

For this task you will be asked to create a marketing strategy. The product that has been selected is “Climate change” an existing course on Medics Academy. This course is free to view, so please familiarise yourself with it.

We are interested to see how you go about creating a marketing strategy in order to maximise the success of the product. We are keen to see your creative side and how you decide to market the product.

Marketing strategy

Please fill in the table describing your marketing strategy. Attach any materials you create, such as posters, videos or potential social media posts.

Please try to make your answers as realistic as possible. Give examples of particular institutions or contacts that you would approach.

Essential Aspects to Consider	Guidance	Description (sections must be a minimum of 100 words and maximum of approximately 400)
Product Description	Why is there a need for this product? What problems is the product trying to solve? What are the key features of the product?	
People	Who is your initial target audience? Why have you chosen them? Who will you expand to? When will you expand?	
Communication	How will you advertise your product? What assets will you need to communicate your product e.g. social media, events, posters, videos?	

	How will you deliver an effective pitch to potential clients?	
Measurability	How will you measure the success of your strategy?	
Challenges	Consider what challenges you may face and how you will resolve them e.g. <ul style="list-style-type: none">• Timeframes• Teamwork	