

Marketing Strategy Project - 65 pts

CHANGE/UPDATE

VOTE FOR TEST SPRING 2022

Form your marketing team of no more than four people. Use the knowledge you've gained from this chapter to create your own marketing strategy. This project will be graded as and replace the test for this chapter. You will create a website, using one of the tools linked below, that will house all the sections of your marketing strategy. Use [this patent search site](#) (or [Google Patent Search](#)) to find a product to market.

[Adobe Spark](#) - Page

**[Google Sites](#) - Use new Google Sites, can collaborate in real time

- [How to use new Google Sites guide](#)

[Weebly](#)

You need to include the following items in your marketing strategy:

- Information about your target market using one of the market segments we covered in class
- Primary market research (you conduct) on your product using a medium that can be added to your site (eg. survey, video of focus group, etc.)
- A custom brand logo and description of your branding strategy ([multiproduct-branding vs multibranding](#))
- Information about your pricing strategy, why it was chosen, and how it compares to competition
- Information about your distribution channels, supply chain, and store location (if applicable)
- An original advertisement (image eg. magazine, commercial, website banner ad, radio clip, billboard, etc.) and description of your advertising campaign (how you will use different types of advertising/promotion)
 - Make sure to address social media
 - What media outlets will you use
- Extra credit will be given if you design a package and label for your product

Group Members and Roles/Responsibilities:

- FOR EXAMPLE - Mr. Brainerd - Promotion

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**It is your responsibility to communicate with me if group members are not fulfilling their responsibilities and their grade will be reflected accordingly.

Rubric & Grading

	Below	Meets	Exceeds	Points
Target Market			The project clearly defines a target market using one of the segments covered in class	5
Market Research			Quality market research was conducted from a large sample of people. The market research data is clearly shown/displayed on the website.	10
Brand Logo			An attractive and original brand logo was created that will represent and bring recognition to the company and its products. The company's branding strategy was clearly explained.	5
Pricing Strategy			The project describes a clear and complete pricing strategy, an explanation of why it was chosen, and a comparison to some similar products.	5
Distribution Channels			The project clearly defines what distribution channels the company will use to deliver products to the final consumer. The project describes its supply chain and store location (if applicable).	5
Advertisement			An original, engaging, and relevant advertisement was created to promote the students' product.	10
Promotion			The project has detailed information about the different ways the product will be promoted, how social media will be used, and which media outlets will be the most valuable.	5
Package & Label			The group created a well designed	EC +5

			package that will draw customers attention and an informative product label	
Website Design (layout, readability, colors, alignment, background, etc.)			Design is original, highly creative, appropriate, and easy to read	5
Effort/Degree of Difficulty			Work reflects a strong effort from students, assign. was challenging	5
Creativity			Assign. show real creativity and is unique	5
Group Work			Group worked well together, shared jobs, everyone participated, on task	5

Complete these self assessment questions and turn them in.

1. How well did you describe your target market?

Your Score: ___ / 5

2. How thorough was your market research?

Your Score: ___ / 10

3. Did you design a creative logo and clearly explain your branding strategy?

Your Score: ___ / 5

4. How well did you explain your pricing strategy and compare it with other company's?

Your Score: ___ / 5

5. How well did you describe your distribution channel and supply chain?

Your Score: ___ / 5

6. Is your advertisement engaging, creative, and relevant to your product?

Your Score: ____ /10

7. How well did you describe the different ways you will promote your product?

Your Score: ____ /5

8. Is your product package attractive and product label informative?

Your Score: ____ /5 EC

9. Is your website design engaging, creative, easy to read, and appropriate for your product?

Your Score: ____ /5

10. From an outside perspective, how much effort did you put into this assignment?

Your Score: ____ /5

11. How unique or creative was your project?

Your Score: ____ /5

12. How well did your group work together?

Your Score: ____ /5