**advanced marketing management promotional plan project**

TASK: Your team is to develop a promotional plan for the school store/sales team. Make sure you pay attention to rubric and checklist to ensure all parts o the plan are included.

Check List

* Campaign theme
* Summary/description
* Plan objectives
* Rationale
* 3 different ads
* 3 different sales promotions
* 1 public relations plan and press release
* Promo budget

Promo Plan and Presentation Rubric

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| --- | --- |
| Identify target market – demographics, geographics, behavoiristics, psychographics | 10 points |
| Competition – 5 business that are direct competition for our store | 10 points |
| List and describe the products and services we offer that can be marketed | 10 points |
| Details and description of promotional plan including 3 different types of advertising media, 3 sales promotions, and 1 public relations/publicity campaign | 10 points |
| The campaign stresses product and service benefits that appeal to our describe target market | 10 points |
| Ad layouts, commercials, billboards, etc…show basic understanding of proper layout and effective marketing techniques- logo, slogan, trade character etc… | 10 points |
| The campaign is consistent and creative, using unique approaches to appeal to target market and includes effective marketing techniques | 10 points |
| Plan Includes objectives – increase sales? How much? Attract new customers? Fill a need? Want? | 10 points |
| Includes rational for choices and a budget is prepared | 10 points |
| Create Power Point that details your promo plan theme, main ideas, ad samples, etc… | 10 points |
| Presentation includes all parts of plan and is creative and engaging | 10 points |
| Professional presentation and overall presentation skills | 10 points |
| Used effective communication and work group skills | 10 points |
| Progress report – on task | 10 points |
| Overall understanding of marketing and promotions | 10 points |
|  | 150 points |