

COMING UP WITH A PLAN

Answer the following questions to help you come up with a marketing plan for the assigned item. Prepare to share your plan with the other marketing teams.

What is the *name* of your product?

What is the *purpose* of your product?

What are three *selling points* of your product? (Examples: affordability, ease of use, lifetime guarantee)

- 1.
- 2.
- 3.

Who is your *target audience*? Who will use your product? Be specific. (Example: 20-year-old single males)

What *marketing approach* will you use? (Examples: television, radio, billboard, magazine ads)

Write a 3–10 word slogan for your product. Make sure you come up with something memorable and catchy.

Compose a *jingle* (song) for your product. (Prepare to sing your jingle as a part of your marketing presentation.)



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