

Marketing Pick-Four

You and a partner have been hired to develop a new product. It is your job to develop the product, design a logo, and develop a Marketing Mix (the 4 P's of Marketing) for the product. You will be expected to develop the brand (tag line, logo, branding colors), and create four promotional strategies for your product. All four parts of the Promotion Mix will need to be represented. You will need to compile the information in a marketing brief for the client. Your final marketing brief will include:

- One brief presentation to explain the Marketing Mix
- One logo design with explanation of the brand
- Four Marketing Promotions

You must select one promotion from each column of the Promotion Mix

Advertising	Sales Promotion	Public Relations	Personal Selling
Poster Ad Flyer Billboard Magazine Ad Commercial Mock-Up Website Sponsorship Jingle Social Media Ad	Coupons Product Sample Contest Special Sale Premiums Freebie Point of Sale Display Rebate Loyalty Program	Donation Campaign Fundraiser Charity Partnership Volunteering Community Service Employee Volunteers	Email Campaign Personal Meetings Telemarketing Mail Correspondence Door to Door Sales Merchandising Rep

Your Marketing Brief can be created electronically or by hand. All electronic files should be submitted via google classroom.

Marketing Pick-Four Rubric

	Possible Points	Points Received
Product Development	5	
Organization of Marketing Brief, Deadline Met, Professionalism of Presentation	15	
Contribution to Project Goals, Completion of Team Survey	20	
Logo Design and Branding of Product	30	
Four Marketing Principles Identified, Applied, and Explained	40	
Four promotions created from the Promotion Mix chart	40	
Total Points Earned	150	

