

BUAD-116

Marketing

Four-part Project

(Complete)

Product

Price

Place

Promotion



PART 1

PRODUCT

Details

Submit a document (600-800 words DOUBLE SPACED) that includes first and last names of all team members and the name and description of the imaginary product you have chosen to market. What is the product and its USP? How would you classify this product? What is the shape, size, colour, and why? What type of packaging will it use and why? Images are acceptable, but are not part of word count. Include 5-10 course concepts.

Important Points

Function / Advantage
/ USP

Product
Classification

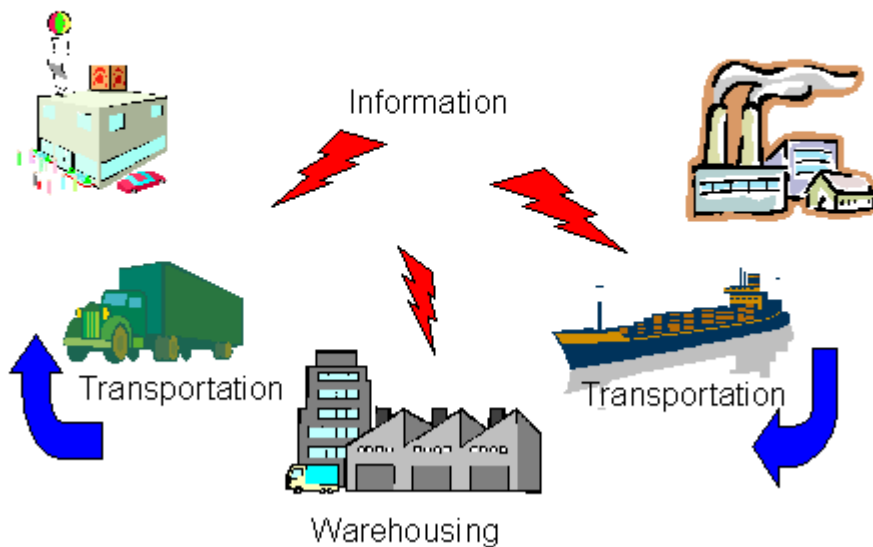
Size / Shape / Colour
and Reasoning

Packaging

Remember to include

- Group number
- Product name
- Participating group members
- Part number (part 1)
- Course Concepts!!!

(Physical) Distribution



Important Points

—
Packaging

—
Shipping

—
Channel Function(s)

—
Distribution Intensity

—
Order Processing

PART 2 PLACEMENT

Details

Submit a document (800-1,000 words DOUBLE SPACED) that includes the points listed on the right. How will the product be packaged for display and for distribution? How will it be shipped from the factory? How many intermediaries will there be and what will be their main functions and value to you (p. 251)? What level of distribution intensity will you be aiming for? How will orders be processed? Images, flow charts, and tables are acceptable, but are not part of word count. Include 5-10 course concepts. Define each concept in your own words and cite each one.

Remember to include

- Group number
- Product name
- Participating group members
- Part number (part 2)
- Course Concepts!!!



PART 3

PROMOTION

Details

Submit a document (800-1,000 words DOUBLE SPACED) that includes the points listed on the right. What is the objective of the promotional campaign? What will be the theme of the campaign? Will you use a rational or emotional appeal? Which execution styles (creative strategies) will be employed and why? Which media will you choose and why? How do these media reach your target market? When and for how long will this promotional campaign run? Images, charts, and tables are acceptable, but are not part of word count. Include 8-12 course concepts and define each one in your own words. Cite each one.

4 PART
PROJECTS

Important Points

Campaign Objective

Theme

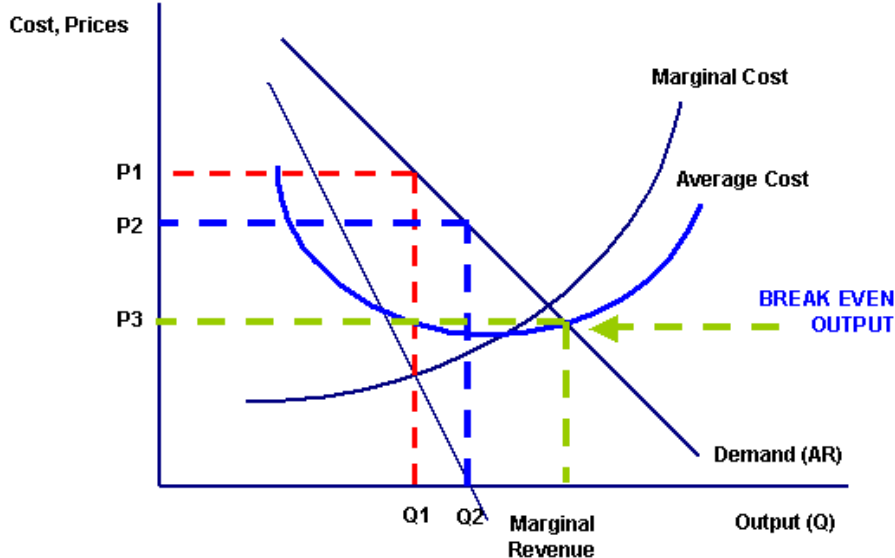
Creative Strategies

Media Choices

Campaign Schedule

Remember to include

- Group number
- Product name
- Participating group members
- Part number (part 3)
- Course Concepts!!!



PART 4

PRICE

Details

Submit a document (800-1,000 words DOUBLE SPACED) that includes the points listed on the right. What is the major objective of your pricing model (profit, market share)? Which strategies will you use? Will they change over time? How is your price determined? What is the usual contribution margin you would expect? What does a break-even analysis show? Images, formulas, and calculations are acceptable, but are not part of word count. Include 8-12 course concepts that are defined (in your own words) and cite each one.

4 PART
PROJECTS

Important Points

Pricing Objective

Pricing Strategy

Determination of
Price

Break-even Analysis

Remember to include

- Group number
- Product name
- Participating group members
- Part number (part 4)
- Course Concepts!!!