

Final Exam Project

In lieu of a final examination, students have a final project. Below is an outline of the project.

Cabbage Pills

I have created a soybean pill (a pill that contains cabbage) and decided to hire you to market the product as a supplement, not a drug, that will help weight loss. Whether or not the product actually works is irrelevant. Your job is to market it for me. You will market the product directly to consumers and must:

- Decide on which consumer market(s) segments you wish to target. (Explain the reason for targeting those markets.)
- Decide on a name for the product.
- Confirm that the name can be trademarked.
- Decide on which country or countries you will initially market the product.
- Develop a message that will convince the consumers to buy the product.
- Develop a digital strategy for marketing the product.

- Deliverables:**
- (1) A marketing plan that provides a detailed description of your marketing strategy.
 - (2) The plan should include the strategies and a projected budget for implementing the strategies. (I cannot afford any more than \$1,537.53.)
 - (3) You should provide as much detail as possible.
 - (4) You should provide a rationalization for your strategies.
 - (5) There is no set limit for the number of pages.
 - (6) Your plan must have a cover page containing your name and the name of the product.
 - (7) The pages must be numbered.
 - (8) The plan should not have a references or citations page at the end. Instead, if you want to make a citation, it should be a footnote at the bottom of the page containing the information.

- Due Dates:**
- (1) The project may be handed in at any time prior to your final examination date, but no later than Monday, May 11 – 5:00 pm
 - (2) Final projects must be submitted to me via Canvas. Project should be in PDF format only.