Individual Written Assignment #3: 4 Pages
(3 pages written assignment + 1 page advertisement)
MKTG 3213 Principles of Marketing

For the final written assignment, select one (1) product or service of your choice. Write responses to the following questions with respect to that product or service. (This does NOT have to be the product or service you wrote about in earlier Assignments.)

Your written assignment responses should be numbered so that they correspond with the topics below. Use headings and subheadings as needed.

1. Identify and describe at least four (4) points of contact between you and the company selling the product or service to you; these points of contact are part of the customer interface for the company. NOTE: You do not have to have personally experienced all of the points of contact that you describe, but be sure to describe some of your own experiences. Provide your thoughts on whether or not the company is managing its customer interface well.

2. Using any information you can obtain, including your own evaluation of competitive pricing, discuss the likely pricing strategy used by the company for this product or service. Evaluate this pricing strategy and discuss whether or not you believe this is the best approach.

3. For the product/service you have identified, describe and evaluate the external promotions (i.e., advertising, public relations, sales promotion) and interactive promotions (i.e., personal selling) implemented by the company to communicate with potential customers. Please focus on promotions implemented in the previous five years.

4. Using "Best Practices for Advertising" as well as ideas from the SUCCESs model for making an idea "sticky," develop a print, out-of-home, OR digital advertisement (yes, layout an advertisement on the 4th page) that the company might use to communicate with a target audience about the product or service (page 4). Include in the written assignment (pages 1-3) (a) a description of the target market; (b) a discussion of the promotional medium you would use; (c) a discussion of how your advertisement follows the best practices and the SUCCESs model; and (d) the actual advertisement. Please prepare the ad as it would appear in final form (no handwritten or hand-drawn ads).

IMPORTANT: Upload your paper to Canvas. You will be assessed -5 points for every hour after the due date time that you submit late.

Please see the document "Individual Written Projects Instructions" on Canvas for information about how to format your response document and filename.

Reminder: Your project will be graded for both content and writing quality.