

MISSION 5 – BUSINESS PROCESS

BACKGROUND

Many successful business processes require their underlying activities to be effective and efficient. From a marketing perspective alone, when you communicate with your customers via the internet, you'll want to carefully design your approach to marketing your product or service. However, quite a few companies have failed to do this well.

SUMMARY

Design an online marketing campaign that won't fail.

TASKS

- ☐ **Background:** Online marketing campaigns can fail spectacularly. An attempt to market the Resident Evil video game caused people to think they had been infected with an actual computer virus. A blog about WalMart was actually written by employees of a PR (public relations) firm.
- ☐ You are now in charge of marketing the brand new PKI Smart Phone, an Android-based device that is optimized for student needs, including homework-tracking apps and built-in connections to BlackBoard and UT website. The device boasts a fast processor, plenty of storage, and built-in WiFi, LTE, and Bluetooth connectivity.
- ☐ Do some research about how this new phone can be effectively marketed online. Consider the demographics of your target audience, their smart phone needs, and their online habits.
- ☐ Based on your research, write up an outline for a marketing plan (or process) for the new PKI Phone. Introduce your approach to the marketing effort, select three specific online platforms you would use to promote the product, and describe how you'd use them.
- ☐ For one of the platforms (such as Facebook, Groupon, Twitter, etc.) include a basic visual design of the promotion or ad.
- ☐ Conclude your marketing plan with the reasons why your approach is likely to be successful at marketing the PKI Smart Phone.

DELIVERABLE

☐ A document containing your marketing plan.
☐ File format: PDF or MS Word
☐ File name format: <i>yourlastname-Mission5</i>
☐ Submit file via the submission link in Blackboard
☐ Deadline: see Bb for deadline

RUBRIC

Course Competencies Applied	Maximum Score
☐ IT skills	1
☐ IT concepts	2
☐ Intellectual capabilities	2