# **BBI20-UNIT 2 FUNCTIONS OF A BUSINESS**

**MARKETING PLAN ASSIGNMENT**

Come up with a unique and little-known product that you can develop a marketing plan for. For ideas research products featured on Dragon’s Den/Shark Tank or just Google “crazy product ideas”. You can also check out indiegogo.com or kickstarter.com for ideas. Remember your product idea must be appropriate and teacher approved. No repeats! First come, first serve basis!

Once you have your product idea you are to create a marketing plan that includes the following.

1. Title Page - with your name, teachers name, class, and submission date. Be sure to include your product name, one or two sentence description of your product, and a picture of your product (if you don't have a picture, you can draw one). Be creative with the title page.
2. A branding solution that will include a description of the product and brand, a brand name, logo and slogan. If you are musically inclined you can also include an optional jingle. Make sure to have an explanation of the branding elements.
3. An analysis of the Marketing Mix 4 P’s (product, price, place and promotion) as they relate to your product. Make sure to include the Promotional Mix. *Refer to your notes for detailed explanations.*
4. Define *one or two* target market segments that you would market your product to. Be sure to define them using demographic (age, gender, education etc.), geographic (location, city (rural, urban), climate etc.), lifestyle and family life cycle criteria.
5. A poster/print ad with an AIDA analysis.
6. Some market research – Prepare a survey – *minimum 5* close-ended questions (*maximum 10 questions)*, and survey a minimum of 10 people. Your survey should focus on **one** of the following:
   1. Product perceptions (what do people think about the product)
   2. Branding (to assist you in developing an effective branding strategy)
   3. Advertising (to assist you in creating an effective ad campaign)
   4. Target market (to determine consumer market)
   5. Pricing strategy (to assist you in determining how to price the product)

Be sure to state the purpose of your research in your report.

1. Display your market research results in a graph/chart and give a brief analysis of your findings – in other words tell me what you learned from your market research. Include a copy of your survey with your results. You can use surveymonkey.com, Google Forms, or any other methods to gather your results.
2. Your marketing plan should be professionally formatted and prepared using a word document.

**Submit a hardcopy by the assigned due date. The report should be stapled in order. In addition, the rubric must be submitted with the report, but do not staple it to the report.**

Evaluation:

The assignment is worth 35 marks. See attached page for rubric.

**NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PRODUCT NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DUE DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Categories** | **Level 4**  **80 - 100%** | **Level 3**  **70 -79%** | **Level 2**  **60 - 69%** | **Level 1**  **50 – 59%** | **Mark** |
| **Knowledge (10 marks)**  (Demonstrates **understanding** of:   * Branding * Marketing Mix (4P's) * Market Segmentation (2C's) * Print Ad * Market Research | Demonstrates thorough understanding of content | Demonstrates considerable understanding of content | Demonstrates some understanding of content | Demonstrates limited understanding of content | **/10** |
| **Thinking**  **(15 marks)**  (Effective **analysis** and reflection of:   * components of the 4Ps (Marketing Mix and Promotional Mix) and Markey Segment (2C's) * AIDA * Market Research concepts | Uses processing skills with a high degree of effectiveness | Uses processing skills with considerable effectiveness | Uses processing skills with some effectiveness | Uses processing skills with limited effectiveness | **/15** |
| **Communication**  **(10 marks)**  (Effective use of marketing vocabulary and terminology)  (Effective use of and clear expression and logical organization of ideas and information) | Uses marketing vocabulary and terminology with a high degree of effectiveness.  Expresses and organizes ideas and information with a high degree of effectiveness | Uses marketing vocabulary and terminology with considerable effectiveness.  Expresses and organizes ideas and information with considerable effectiveness | Uses marketing vocabulary and terminology with some effectiveness.  Expresses and organizes ideas and information with some effectiveness. | Uses marketing vocabulary and terminology with limited effectiveness.  Expresses and organizes ideas and information with limited effectiveness. | **/5**  **/5** |

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| **Additional Comments:** |