

Integrated Marketing Communications Plan

The purpose of this project is to provide an opportunity for students to prepare an advertising campaign for a real product, service, company or business and to present the campaign to the prospective client (class). Students will follow these steps to complete the project.

1. Choose to work individually or with one or two other people
2. Decide what to promote: real product, service, company or business.
3. Write a description of your product, service, company or business. Include as much information as you can in regard to the marketing mix.
 - a. Product – description of product or service OR description of types of products sold by the company
 - b. Place – location of business OR where the products are sold
 - c. Price – how does price compare to competition?
 - d. Promotion – how is the product or company currently promoted
4. Write a description of your client. This would be the person or group that is paying for your promotional services. If you chose a product or service, describe the company that produces it. If you chose a business or company, describe the company. Discuss the size of the company, a brief history, the ownership structure, and any other pertinent information.
5. State your objective for your advertising campaign. Some examples *could* include: increasing sales, introducing a new product or service, opening a new location, celebrating an anniversary or milestone, etc.
6. Identify and describe your target market. This group will be the target of all of your promotional activities. You should have a primary and secondary target market. (Ex: Hardee's primary target market is men ages 18-35 and their secondary target market is women, or the guys' girlfriends or wives in the same age range)
7. List and describe all advertising media and sales promotions selected necessary for the campaign. One of your media needs to be a print ad, which you will create and attach.
8. Develop a calendar of your advertising and sales promotions.
9. Type each section for #3-8. Be sure to label each one.
10. Each group will present to the class.