

YOUR PRODUCT/SERVICE MARKETING PLAN

Mass Communications Final Project

OVERVIEW

Mass Communications: Imparting and/or exchanging information on a large scale to a wide range of people. In short, communicating to the masses.

This is your chance to put everything we talked about and worked on this semester into use. You will be creating a full marketing plan including the plan itself, advertisements, press releases and other public relations material, and broadcasting/journalism appeals. A comprehensive marketing plan will touch on each of these aspects.

Your Marketing Plan

- Executive Summary: An overview of what your product/service is and how it will be marketed to the target audience
- An objective:
 - Purpose statement that covers the problem and theme around your solution
 - Stating what need(s) your product/service fill
- Target Customers
- Unique Selling Proposition:
 - Pricing and positioning must match – finding your niche in the market
 - What is your position? (what do you want to be known for)
 - How does pricing support this?
 - Who are your competitors and how are you going to differentiate yourself from them?
- Distribution Plan
 - Physical
 - Online
- Price and Offers
- Marketing Materials
- Promotional Strategy
- Online Marketing/Advertising Strategy
- Other (you may or may not need all of these)
 - Conversion strategy: turning potential customers into real customers
 - Joint venture partnerships: working with other companies to reach new customers
 - Transaction price increase strategy: comparing to other businesses, increasing price via lowering production cost, etc

Marketing

- Promoting and selling products/services including market research

- Reminder to think about the 4 Ps of Marketing
 - Product (or service): the actual item you are selling
 - Place: location of your product or service
 - This includes distribution centers as well as area (just Garretson? Sioux Falls? South Dakota? National? Global?)
 - Price: the value of your product/service
 - Promotion: getting the word out about your product

Advertising

- Paid announcements targeting consumers to focus on the purchase of a specific product or service
- One of the keys to a successful advertising campaign is a specific hook whether that be through word choice and slogans, theming, or visual aspects
- Generate a logo that matches your product, hook, etc
- Must create the following:
 - 2 different 30 second commercials to run on TV
 - 2 different 15 second radio ads
 - 2 different print advertisements
- Remember to choose your placement carefully. Think about when, where, and how often you will run your ads.

Public Relations

- Strategically managing your public image that helps build relationships between you, the business, and your consumers.
- Create a press release. A few ideas are below.
 - It could announce the release of your product/service
 - It could announce a partnership between your product/service/company and another
 - It could announce a celebrity sponsorship
- Create a fake Facebook page (you may use a document template) to control your product/service's image
 - There must be an "About" page and a "Home" page with at least five unique posts, plus at least two photos and/or videos.

Broadcasting

- Transmission of information by radio and/or television
- This is taken care of through your presentation. Consider it a "live broadcast"

PRESENTATION

You will need to showcase all of these elements in your presentation. Please plan on your presentation being between 10-15 minutes. This will not be long when you consider all of the components you need to cover. You will present this on the semester test day.

Be prepared to field questions from your audience as to specifics of your product/service and its corresponding plan.

Rubric

This is an idea of what the rubric will look like so you can check off the components needed.

Content	Criteria: Excellent	Criteria: Average	Criteria: Needs Improvement
Product Creativity	Something unique, purposeful, and useful. Not currently in high circulation	Something that is close to a current product/service but is able to distinguish itself from other competitors.	Something that is practically the same as a current popular product/service with little changes or distinguishing characteristics
Executive Summary	The executive summary clearly communicates the critical elements of the marketing plan so that it reads as a stand-alone document. The length of the executive summary is sufficient to cover the critical information, but no more than two pages long.	The executive summary includes most, but not all of the critical elements of the marketing plan. Some of the information provided in the summary is unnecessary or trivial to understanding the plan. The summary is no more than two pages long.	The executive summary is either too short (less than one page) or too long (more than two pages). The summary contains mostly unnecessary or trivial information, therefore, it is inadequate as a stand-alone document.
Objective	A need is created and the product/service offered suggests a viable solution.	A need is mentioned but not solved.	No need is created. Lacking.
Target Customers	Clearly identified and delineated in multiple ways. Also gives specific reasoning as to why these are the target customers.	Clearly identified but may not give reasoning as to why they were chosen.	A group of people is mentioned with no support. Or target base does not correspond with product/service
Unique Selling Proposition	Specifically characterizes the product/service, the need it fills, how it fits into the current market, and distinguishes itself from competitors.	Characterizes the product/service, the need it fills, how it fits into the current market, and/or distinguishes itself from competitors but does not touch on all aspects.	Mentions products placement and strategy but does not give any specifics as to how this will be accomplished
Distribution Plan	Clarifies the distribution methods going to be used for the product/service. This includes both physical and online presences.	Clarifies the distribution methods going to be used for the product/service. This includes physical or online presences.	Mentions the distribution methods going to be used for the product/service. But fails to give specifics as to where or how it will be distributed.
Price and Offers	Prices match the value of the product while providing optimal profit. Offers coordinate with pricing/need and promote action among consumers.	Prices are close to the value of the product while providing some profit. Offers coordinate with pricing/need and provoke thought of action among consumers.	Prices do not match the value of the product or do not provide substantial profit Offers do not coordinate with pricing/need and either saturate the market, are unclear, or do not invoke action.

Marketing Materials and Promotional Strategies	Plan of action is explicitly stated.	Plan of action is mentioned.	Plan of action is lacking or non-existent.
Online Marketing Strategies and Other Strategies	Plan of action is explicitly stated.	Plan of action is mentioned.	Plan of action is lacking or non-existent.
Marketing: 4 Ps of Marketing	Product, Placement, Price, and Promotion are all well thought through and explained throughout the presentation and components	Product, Placement, Price, and Promotion are all thought of and explained periodically in the presentation and components	Product, Placement, Price, and Promotion are all or partially neglected and/or not explained throughout the presentation and components
Marketing: Direction and Concept	Clear and specific	General idea	Not thought of
Advertising: Hook/Slogan	Creative, consistent, unique, and memorable	Attractive, mostly consistent, and pleasing	Not consistent, not existent, not applicable, and/or difficult to understand
Advertising: Logo	Creative, consistent, unique, and memorable	Attractive, mostly consistent, and pleasing	Not consistent, not existent, not applicable, and/or difficult to understand
Advertising: TV ads	Follows the marketing direction and concept while clearly calling the consumers to take action in both commercials.	Mostly follows the marketing direction and concept while asking the consumers to take action in one of commercials.	Does not follow the marketing direction and concept and/or does not induce action in the consumers
Advertising: TV Ads	Creativity and time frame are excellent. Slogan/Hook is used	Creativity and time frame are appropriate. Slogan/Hook is referenced	Creativity and time frame are poor. Slogan/hook is not used
Advertising: Radio ads	Follows the marketing direction and concept while clearly calling the consumers to take action in both commercials.	Mostly follows the marketing direction and concept while asking the consumers to take action in one of commercials.	Does not follow the marketing direction and concept and/or does not induce action in the consumers
Advertising: Radio ads	Creativity and time frame are excellent. Slogan/Hook is used	Creativity and time frame are appropriate. Slogan/Hook is referenced	Creativity and time frame are poor. Slogan/hook is not used
Advertising: Print	Follows the marketing direction and concept while clearly calling the consumers to take action in both ads.	Mostly follows the marketing direction and concept while asking the consumers to take action in one of ads.	Does not follow the marketing direction and concept and/or does not induce action in the ads
Advertising: Print	Creativity and time frame are excellent. Slogan/Hook is used	Creativity and time frame are appropriate. Slogan/Hook is referenced	Creativity and time frame are poor. Slogan/hook is not used

Advertising: Placement	Focused, specific, and well-placed with logical reasoning that matches target audience	Semi-focused, general, and well-placed with some reasoning that matches product	Not-focused, general, and inconsistent with little/no reasoning
Public Relations: Public Image	Clear idea of what you want the public image to be and how this will be achieved.	General idea of what you want the public image to be and how this will be achieved.	NO idea of what you want the public image to be and/or how this will be achieved.
Public Relations: Press Release	Distinct announcement of product/service, and other pertinent information the consumers need to know.	Announcement of product/service, and other pertinent information the consumers need to know.	Muddled announcement of product/service, and other information the consumers need to know.
Public Relations: Facebook Page	All components created including pictures, about, home page with posts, etc	Most components created including pictures, about, home page with posts, etc	Little to no components created including pictures, about, home page with posts, etc
Broadcasting: Presentation	Clear, confident, eloquent information and presentation clearly and creatively displayed	Information and presentation is clearly displayed but is lacking unique or memorable components.	Information and presentation seems/looks thrown together with multiple errors.
Presentation Creation and Professionalism	The plan has been thoroughly spell-checked and proofread. There are no to almost none grammatical or spelling errors. There are no formatting errors.	There are a few spelling and/or grammatical errors. There are one to three formatting errors.	There are frequent misspelled words, serious grammatical errors, and formatting errors, indicating that time was not taken to spell-check and proofread.
Other			