

JESSE JAMES DAYS MARKETING PLAN

Mass Communications Final Project – Semester 2

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 utilize the skills and ideas we have studied as well as seen in action over the course of the semester through field trips. As you know, multiple areas need to come together in order to make your plan as effective as possible.

Components

- An objective:
 - Purpose statement that covers the problem and theme around your solution
- Span/Date
 - How long will Jesse James Days run?
 - Morning time to evening time for each day
 - Which weekend? Still in June?
 - Provide reasonings for your decisions
- Focus
 - What is the purpose of this city celebration?
 - How will this focus be seen throughout your planned activities?
 - Will it be an obvious motif or subtle nod throughout?
- Events/Activities:
 - Current offerings compared to what has been done in the past (both immediate and long-term)
 - New activities
 - The audience to whom these activities are tailored toward?
 - Participation fees?
 - Where does the money go toward?
 - How much?
 - Available to any interested? Application process? First come-first served?
 - What's unique to catch people's interest and drive people to come?

- Community Partners
 - Current offerings compared to what has been done in the past
 - Business deals/specials
 - More integration to promote “shop local” or at least visits into the business.
- Food and Entertainment
 - Vendors?
 - Allow local churches/businesses/clubs?
 - Allow commercialized vendors/food trucks?
 - Inflatables?
 - Dances?
 - Street dance (adult focused)
 - Teen dance/kid dance (youth friendly)

Marketing

- Promoting and selling this idea to local businesses, community members, and outside communities
- Reminder to think about the 4 Ps of Marketing
 - Product/Service: the actual thing you are selling – in this case Jesse James Days
 - Place: location of your product/service
 - Be specific – are you just going to be on Main or utilize the entire town
 - Price: the value of your time at Jesse James Days
 - Value of activities – many participation fees or free to generate excitement
 - Promotion: getting the word out about your product

Advertising

- Paid announcements targeting people to visit
 - Remember a hook is a specific thematic element that people brand with your idea...what is Jesse James Days' hook?
- Radio ads?
 - What is the content?
 - What is the duration?
 - Which stations?
 - What times of the day would this realistically run?
- TV ads?
 - What is the content?
 - What is the duration?
 - Which stations?
 - What times of the day would this realistically run?
- Print ads?

- What would they look like?
- Where would they run?
- How often would they run?

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 date and new events being offered at JJ Days
 - It could announce the return of something we have done in the past
 - It could announce a “celebrity” appearance
- Currently info is only linked through the city website. What else needs to be created to have positive public relations
 - This could also be applied to the marketing and advertising portions
 - Who would manage this information?

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 covering all in detail. You need to cover not only what you are adding and why but how you will get these changes out to the public. You will present this on the semester test day.

Make sure you integrate opinions and interviews as well as research that you have conducted in preparation for this presentation.

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
Objective	Clear, focused, and well-written	Identified, semi-focused, and/or written	Missing, unclear, and/or

Date	Clear reasons as to why, when, and where	Reasons as to why, when, and where	No reasons as to why, when, and where
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.
Events/Activities	Comparison between current and past offerings shows growth/lack of growth over the years and provides a solid base for changing/keeping activities	Comparison between current and past offerings is mentioned but the reason for needing to change and keep activities is alluded at best.	Comparison between current and past offerings is not shown nor is the growth/lack of growth over the years. No base for changing/keeping activities
New Events and Activities	Well thought-out and creative integrations into the JJ Days line up. Keeps with the objective and idea of the celebration.	Thought-of and new integrations into the JJ Days line up. Keeps with the objective and idea of the celebration.	Bland ideas, non-original. Does not fit with the objective and idea of the celebration.
Community Partners	Comparison between current and past offerings shows growth/lack of growth over the years and gives persuasive reasoning/options for integration	Comparison between current and past offerings is mentioned but gives only plausible/superficial reasoning/options for integration	Comparison between current and past offerings is not shown nor is the growth/lack of growth over the years. No new integration is proposed.
Food and Entertainment	Reasons are strong, well thought out, possible, practical, and have covered any potential issues and how they will be addressed.	Reasons are present, may or may not be possible or practical, and have covered any potential issues but not how they will be addressed.	Reasons are lacking and/or missing and have neglected to covered any potential issues and/or how they will be addressed.
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: Radio ads	Reasons are strong, well thought out, possible, practical, and have covered why you chose the certain stations and air times.	Reasons are present, may or may not be possible or practical, and have covered any why you chose the certain stations and/or air times.	Reasons are lacking and/or missing and have neglected to say why you chose the certain stations and/or air times.
Advertising: TV Ads	Follows the marketing direction and concept while clearly calling the consumers to take action and placement reasons make sense and follow the objective clearly.	Reasons are present, may or may not be possible or practical, and have covered any why you chose the certain stations and/or air times.	Reasons are lacking and/or missing and have neglected to say why you chose the certain stations and/or air times.
Advertising: Radio ads	Follows the marketing direction and concept while clearly calling the consumers to take action and placement reasons make sense and follow the objective clearly.	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: Print	Follows the marketing direction and concept while clearly calling the consumers to take action and placement reasons make sense and follow the objective clearly.	Mostly follows the marketing direction and concept while asking the consumers to take action and placement reasons make sense and/or follow the objective clearly.	Does not follow the marketing direction and concept and/or does not induce action in the ads. Nor does the reason for placement make sense or follow the objective.
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 Media integration	Purposeful, effective integration of social media to reach maximum audience	Semi-effective integration of social media to reach maximum audience	Lack of effective integration of social media to reach maximum audience
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			