**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sales and Marketing Processing Activity**

*Directions: Consider the following members of your clientele and consider the factors that impact their consumer behavior for the following media products: newspaper, news website and yearbook. Your teacher may ask you to substitute one of these media products for a different one that is relevant to your context. Think creatively and brainstorm as many ideas as possible for each community group and publication type.*

**1. Newspaper OR News Website (choose)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Client** | **What are their expectations for this product?** | **What sorts of preferences would they have for this product?** | **What would incentivize them to buy this product?** |
| Students |  |  |  |
| Parents |  |  |  |
| Community Members |  |  |  |
| Advertisers (\*\* buying *space*, not the product itself) |  |  |  |

**2. Yearbook**

|  |  |  |  |
| --- | --- | --- | --- |
| **Client** | **What are their expectations for this product?** | **What sorts of preferences would they have for this product?** | **What would incentivize them to buy this product?** |
| Students |  |  |  |
| Parents |  |  |  |
| Community Members |  |  |  |
| Advertisers (\*\* buying *space*, not the product itself) |  |  |  |

3. Students, parents, members of the community, and advertisers have many options for their resources, whether they be time or money. Since there is no scarcity of information in today’s society, how can you provide incentives to make your media products relevant?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_