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

**Publication Marketing Presentation Assignment**

**Task:** Use the results from your Market Research Survey Project, as well as the marketing, sales, advertising, fundraising and distribution principles we have been discussing and will continue to discuss over the next week, to create four practical products:

* An advertising brochure: Design a brochure that could be distributed to potential advertisers that:
  + Details rates for advertisements;
  + Includes possible advertising packages;
  + Incorporates several persuasive techniques;
  + Explains key details about the media organization through strong branding techniques;
  + Promotes incentives for advertisers to invest with the organization.
  + You may focus on business ads or recognition ads.
* A fundraising pitch
  + Design a fundraising idea that could be used to help our staff make at least $50 profit. Your budget is $20; this means you will need to earn *at least* $70 through the fundraising idea to make a profit of $50. For this assignment, you will need to research your fundraising idea to find out how much everything would cost and think reasonably to decide how much money you could make for this idea.
* A yearbook sales plan: Consider the notes we took on incentives, promotions and increasing demand, as well as our discussions about economic factors that drive consumer behavior, and design an ongoing yearbook sales plan of different incentives to offer to your audience at various points during the school year. You need to include:
  + Your starting price, ending price and every price in between, as well as deadlines
  + Some sort of audience-engaging event for the two weeks before each price change
  + At least ONE opportunity to reach out to students and parents outside of school
  + At least THREE direct points of contact with parents
  + Actual incentives that can help drive sales
  + Present your plan as a timeline and make sure all aspects are realistic and achievable. Additionally, include a paragraph reflection on how and why you made your decisions and why you believe this plan will maximize sales.
* A publication distribution process plan: Consider our discussion about the different factors in publication distribution, as well as the Addressing Audience Feedback Assignment, and develop a hypothetical distribution process for a fictional or real publication, depending on your teacher’s preference. You need to consider:
  + A means of getting the word out to your audience
  + Possible school restrictions on your activities
  + A means of allowing your audience to make their views known in a reasonably open and flexible, yet structured, environment
  + Present your plan as a poster and make sure all aspects are realistic and achievable. Additionally, include a paragraph reflection on how and why you made your decisions and why you believe this plan will result in an efficient distribution of your publication.

**Requirements:**

1. You must work with your group members from the Market Research Survey Project
2. Each product must reflect the results of your Market Research Survey in some way; your products should reflect the needs of your audience. This could include using data about how the audience uses social media, as well as their opinions about our publication and how they interact with it. There are many ways to do this, but you need to be explicit in your presentation about what the link is.
3. Create each product in class as you are given opportunities. There is a separate rubric for each product.
4. Select two of the products to present to the class on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Your presentation should last 5-10 minutes and include the following:
   1. A review of the results from the Market Research Survey
   2. An overview of each product you created
      1. How does your creation meet the requirements of the assignment?
      2. How does it demonstrate what you’ve learned?
      3. How does it relate to the results from your Market Research Survey?

**Grading**

* You will receive a rubric for each product when we complete the assignments in class
* Your presentation will be graded based on:
  + Meeting the requirements
  + Showcasing your products effectively
  + Explaining the relationship between your products and your survey in-depth
  + Employing effective presentation skills
* You are welcome to create a visual aid (slideshow, etc.) to guide your presentation, but it is not a requirement