Directions

The marketing plan is written record of how you are going to use your marketing mix. Choose a product or service you use each week. Then create a marketing plan for the product. Be prepared to share your answers.

Activity #3: WORKSHEET FOR STUDENTS

PRODUCT or SERVICE

1. You get to give the product a new brand name, what name do you choose? _____
2. What does your product do? _____

PRICE

3. How much does your product cost? _____
4. Will you use any special price strategies? (example: coupons, sales events, etc.) If so, which ones and why? _____

PLACEMENT

5. Where will you sell your product? (examples: grocery stores, online, etc.)_____
6. Where will you position your product to catch the eye of your target customer? (examples: top shelf, busy street corner, etc.) _____

PROMOTION

7. How will you get the word out? _____
8. Who is your target customer? _____

9. Write a limerick poem about your product to use in advertising.

example:

Apples

There once was a man who was ill, _____
then the doctor gave him a pill, _____
but to keep docs away, _____
eat an apple each day, _____
it' cheaper than paying the bill. _____

LIVEWORKSHEETS