Marketing a Product

Directions: You will create a business and develop a marketing plan for the product or service that you create.

You project will include the following:

-Logo and any other company art that you need to sell your product.

-Commercial for your product. Needs to be at least 30 seconds in length.

-Radio Ad for your product.

-You need at least one print ad for your product.

Marketing Plan will be typed and be no longer than one page and must include the following:

Target demographic. Who do you want to buy your product?

Price. Include the factors of production in your calculations.

How you plan on advertising.

Where you plan on advertising.