

CREATE AND MARKET YOUR PRODUCT

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Principles of Marketing

CREATE AND MARKET YOUR PRODUCT

This project will be completed in groups of 4 which you may choose yourselves.

1. A box will be assigned to your group.
2. Your group must choose/develop a product which fits snugly in the box. The product must not be an article of clothing, shoes/sneakers or jewelry.
3. Define your Target market (describe your customer profile.) This product may not be a mass marketed item.
4. Describe the marketing mix (4 P's):

PRODUCT

- What is your product?
- Give it a brand name
- What is the image it is projecting

PLACE

- Where will it be distributed (sold)?

PRICE

- What will be the price of your product (research in computer lab).

PROMOTION

- Where will you advertise it?
- Will there be any promotions?
- Give your product a slogan or "catch phrase"

5. Create a poster for your product on oak tag.
6. The poster should have all of the above information on it.
7. Present your "product" and ad to the class.

***Information must all be typed (double-spaced) and must include the Box number and the names of all the members of your group.

