Promotion Project Outline

Objectives:

This project is meant to evaluate students' ability to create an integrated marketing campaign

Project requirements

To fulfil the requirements of this project student need to form a group of 5-7 students. Each group should choose a ***weak national brand***, and to provide an integrated marketing campaign.

Project content:

1. Introduction

At this section each group is expected to introduce their brand and to show a full understanding of their target audience. For example, target audience characteristics, its personnel habits, its behaviour patterns

2. Determine the communication gap

3. Determine the campaign's target audience

4. Formulate a set of clear objectives

5. Design a promotion strategy for your chosen brand this should include: the message you would like to communicate and your campaign promotion mix

6. Design a full campaign including art work

Tip: Think like a marketer, think critically, and explain every decision you decide to make in designing this campaign

Marking criteria:

This project counts for 15% of your total module mark divided as follows

10% for including the expected project content and illustrating a good understanding and knowledge of an integrated marketing campaign

5% for language and presentation

Project deadline:

20 April 2017 (Late projects will not be accepted)

Note :

Kindly use *times new roman* or *Arial* font. Font should not be less than 11 and minimum of 1.5 spacing

Project should not exceed 7000 words

Best of luck ☺