

Create Your Survey

Your group's next steps will be to create a 10 to 15 question survey (that must be given to at least 10 people for each member of your group – so, if you have 2 in your group – it would be 20 total people (2*10) – 3 in your group would be 30 total people.

Your survey must be directed around both the product/service you have written your marketing plan for, as well as the event/season you are using to market your product (Beginning of summer '13, 4th of July '13, Back to School '13, etc.).

Once you have finished your survey – you must email your teacher a copy of your finished survey. Save as *mp_survey*

Due Friday - You have until the start of class this Friday to get results (give your survey to people). On Friday, you will interpret your data and write an evaluation of data.

Create Your PowerPoint (and begin planning your presentation)

You will also be creating a slideshow presentation of your project that will take viewer from the introduction of the marketing project (from the outline) until the end of the marketing plan project.

Due Friday - Your group must have your PowerPoint complete by the end of class this Friday – email to your teacher as *mp_ppt*

Part 2- Live Presentation

1. The team assumes the role of a marketing consultant. The teacher and audience assume the role of the selected client.
2. Each team will allowed to use either a computer presentation format (PowerPoint) or poster presentation format.
3. Teams will have a minimum of 10 minutes to 15 minutes to present their marketing plan. If the team does not meet the time requirements a penalty will be given for each minute over or under. 5 points will be deducted for each infraction.
4. Each team will be given 5 minutes of questions and all members must answer at least one question.
5. Teams will be scored on their effectiveness of their visual aids and the ability to convey the marketing plan.