

Microeconomics Project - Marketing Strategy

Due: Wednesday, April 29 (in class)

Papers turned in late will receive an automatic 20 point reduction per day.

Presentations delivered late will receive an automatic 10 point reduction per day

Meeting only the minimum requirements outlined below will earn at most an 85%.

What: Paper, promotional document and 5 minute presentation

Presentation (2 - 3 minute review of your future opportunity, 1 - 2 minute elevator pitch)

One (1) page paper (typed, single-spaced, 12 pt font)

Promotional document can be in any form - paper, still image, video, etc.

100 points total

Project description

Imagine that it is ten years from now, 2022. You have gone to college and been out working for several years. You are now 26 - 28 years old. You are ready to take your career to the next level. You've identified the next job you would like and you are putting together a plan to get it!!

I encourage you to be as realistic as you can be about your future. Where do you plan to go to college? What will you major in? What do you think your first job will be?

Assignment

Develop a marketing plan for your future self, addressing the five P's of marketing:

Positioning - should include, at a minimum, the market segment targeted (industry and specific position description), competitive analysis (who else will be competing for this type of job), positioning statement about you (in format from *Notes on Marketing Strategy*), and an explanation of why you think your positioning will result in a successful job placement.

Product - should include, at a minimum, a list of your features and the resulting benefits to your potential employer. You are welcome to include pictures or sketches to illustrate your product.

Place - should include, at a minimum, where you want to work (ideal company) and why you choose this organization.

Promotion - should include, at a minimum, how you will contact with your target market and a resume (promotional document). You are welcome to be creative and also create a sample MySpace page or even a YouTube video. Remember that a resume is an example of advertising where the product is you.

Pricing - should include, at a minimum, the price of your product (what salary you expect) and the basis for developing this price, how your pricing supports your marketing strategy, and how your price (salary requirements) compare to competitors.

Microeconomics Project - Marketing Strategy - Evaluation

Name: _____

Turned in on time? _____ (April 29)

Meeting only the minimum requirements outlined below will earn at most an 85%.

Job description:	Points
<p>Positioning (15 points)- should include, at a minimum, the market segment targeted (industry and specific position description), competitive analysis (who else will be competing for this type of job), positioning statement about you (in format from <i>Notes on Marketing Strategy</i>), and an explanation of why you think your positioning will result in a successful job placement.</p>	
<p>Product (15 points) - should include, at a minimum, a list of your features and the resulting benefits to your potential employer. You are welcome to include pictures or sketches to illustrate your product.</p>	
<p>Place (15 points) - should include, at a minimum, where you want to work (ideal company) and why you choose this organization.</p>	
<p>Promotion (15 points) - should include, at a minimum, how you will contact with your target market and a resume (promotional document). You are welcome to be creative and also create a sample MySpace page or even a YouTube video. Remember that a resume is an example of advertising where the product is you.</p>	
<p>Pricing (15 points) - should include, at a minimum, the price of your product (what salary you expect) and the basis for developing this price, how your pricing supports your marketing strategy, and how your price (salary requirements) compare to competitors.</p>	
<p>Presentation (25 points) Description of your future opportunity Elevator Pitch Visual aids, presentation materials</p>	
<p>Total (out of 100)</p>	