There are many tools and strategies a marketer can use. The advancements in technology have changed traditional marketing into a dynamic process. This process, in constant change and flux, still relies on fundamental principles and strategies. Understanding the evolution of marketing from print to digital will allow us to better understanding future trends.

Criteria

1. ***Students will select a tool/strategy from the list provided. Students may research in pairs or small groups. However, If you are in a group the presentations need to be adjusted and peer assessments done.***

***2.) Students will need to include the following: brief history of tool,***

***strengths and weaknesses,***

***examples, leading marketers***

***who excel with this tool, etc.***

***(Reference Sheet Required – in the end, a summarized fact sheet is to be hand out to fellow students)***

1. ***Students will create a presentation that should be interactive and the audience get a basic understanding of how to use it.***

***4.) Students will submit their completed project to the teacher that may be***

***selected to be shown the class.***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Objectives:**

1. To identify the characteristics and traits of a marketing tools.
2. To be able to understand and learn how to use the tool.

**Project:**.

1. Develop a PowerPoint slide presentation that:

1. Includes a title slide
2. Includes the information you discovered about the tool/strategy
3. Uses appropriate graphics and is creative -- interacting
4. Includes a slide that documents your Internet sources
5. Includes a minimum of four- five slides (not include the title slide or documentation slide)
6. Have links to at least: 2 videos, articles or podcasts.
7. You need to have a bibliography and/or reference sheet.

Assigned: December 14, 2017

Due Date: January 18th, 2018

Student Name

List: Marketing Tool/Strategy Project

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Print Newspaper/Magazine/Flyers

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Poster Banners, Billboards

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Word of Mouth

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Internet Email

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Social Media Facebook

Instagram

LinkedIn

YouTube

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Affiliate Clickbamk, Amazon Associates…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Endorsement NCAA, Soccer Clubs, Individuals…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Celebrity Branding

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Analytics

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Radio

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Direct Mail Flyers, Coupons…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telemarketing Cold Calling

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Referral

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Television Commercials

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sponsorship Team, club…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Movies Brand Placement

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Product Placement Save-On, Shoppers - Location

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signage Bus, Auto, Balloon…

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telecommunications (MCI)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Blogging

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Web Design

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Network Amway, Avon, Herbalife

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Other (Let Mr. Kraus know if there is

another unmentioned tool you would like do your project on.)

Assigned: December 14, 2017

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