

Team Members: _____

Media Project: Advertising Campaign - Marketing Plan

Promoting the Media Class

Task: In a team of three students, you will create an advertising campaign to promote the Media class. Remember, an “advertising campaign is a *series* of related ads appearing in a *variety* of media over a set period of time.” First, brainstorm ideas and decide what forms of media you will use to reach your target audience. At least one must be in video form (and must incorporate at least three persuasive techniques). Use your class notes for reference.

As you make decisions as a team, complete the following questions which will serve as your marketing plan:

1. Who is your target audience? _____
2. List three ways you think will be the most effective way to reach your target audience:
 - a.
 - b.
 - c.
3. Which three persuasive techniques will you use for your video ad?
 - a.
 - b.
 - c.
4. What equipment or resources will you need for your ads?
5. Identify the roles of each team member. Each member must play an active part in creating the ads for your team.
6. What questions or concerns do you have?