



**Business Virtual Learning**

# **HS/Marketing**

**Topic: Final Project - Part 1**

**May 18, 2020**



## Lesson Topic: FINAL PROJECT

### **Lesson Objectives:**

1. Apply concepts from the year to a final project.

### **Lesson Instructions:**

1. Follow the instructions on the following slides. I am splitting the final project into 5 lessons but the entire project is found in its entirety on this [google doc](#).



## Lesson Topic: FINAL PROJECT - PART 1

### INTRODUCTION:

You are to create a **new product for an existing company** to introduce into the American marketplace for which you will create the positioning, segmenting, targeting and marketing mix portions of a marketing plan to present in a 2 -3 minute 'pitch' as your final for the semester.

The new product must be a ***consumer food product*** and ***not a restaurant offering/service (no new menu item)***. The product may already exist but is not offered by your chosen company, may be a new flavor or form, or it may be a new-to-the-world product. Have fun with this! **You are creating as if you are a marketing manager for the company you select and are requesting funding to implement your new product.**

**Examples:** New flavor of Doritos or a new flavor of Pepsi, Coke, or other drink



# Lesson Topic: FINAL PROJECT - PART 1

## Marketing Plan:

You can do this project a couple of ways. Create a google slides or write it in marketing plan form on a google doc. Either way, you will turn in what you have to your teacher and create a video presentation (this part will be covered in the 3rd part of the lesson)

- If you choose to do a google doc, make it neat and use section Headings. Here is a [template](#) you can use or you can do your own formatting.
- If you want to do this in a google slide document, use a new slide for each topic.



## Lesson Topic: FINAL PROJECT - PART 1

### Step 1: INTRODUCTION

Begin your plan by deciding what company you want to develop a new product for. The introduction should include a brief description and history of the company.

Research the company by going to their website, looking for advertisements they use, see if they have social media sites. Look over what they currently use so that you can create a product that fits the company's mission and be successful.

1. Begin writing your plan by giving a brief description and history of the company. What are some of their most successful and popular products?
2. Next, watch the [video](#) on the next slide.

# What is Segmentation, Targeting and Positioning?





## Lesson Topic: FINAL PROJECT - PART 1

### Step 1 continued: TARGET MARKET

For the Segmenting and Target Marketing (TM), you want to look at demographic variables so you can profile the typical consumer of the new product you are proposing. If it applies, you should also include geographic, psychographic and behavioral segmentation to ***give a detail profile*** of your target market.

***No TM should be “all people” or “everyone”. Keep in mind that your marketing mix decisions are then geared toward your target market so you need to be specific.***

For this section you should find the following:

1. Do they have different targets for different products? If so, who is the one for this new product?
2. Give a profile that is detailed using demographics that apply and any other segmentation details that are applicable.



# Lesson Topic: FINAL PROJECT - PART 1

## Step 2: POSITIONING

Introduce your new product's positioning and how it fits into the American marketplace. In the last step, you researched the company and gave a detailed description of the target market.

1. If you didn't watch the video on slide 6, please go back and watch it at this time. This video explains what positioning is. The positioning part begins at about the 9:00 minute mark. You can also read about it [here](#).
2. What is the unique selling proposition of your new product offering? Meaning, what makes your product different from others on the market?
3. After learning about positioning, write your positioning strategy that explains how you will place your product on the market to gain market share.