

MARKETING MIX RESEARCH PROJECT

DUE: By September 3, 2019 ODD Classes, September 4 EVEN Classes

Directions:

Select an existing product that interests you. Research the product's price, where it is sold, who it is targeting, and other marketing mix areas. Then, change the target market for this product (age, gender, demographics). How does that change the rest of the marketing mix?

Prepare a two-page written report (or double-spaced typewritten report) and an oral presentation using BOTH presentation software PowerPoint and a 28" x 24" poster board to illustrate how the P's must be revised to focus on the newly defined target market. Make sure you clearly define the product, original target market, and location where it is sold. Be sure you clearly illustrate who the new target market is and how each of the P's Marketing Mix changes as a result.

Clearly Label and Define (vocabulary terms) all Illustrations.

Presentation limit per group: 5-10 minutes

Group limit: 2 people

You will be evaluated on:

- Explaining your existing product, original target market, and original marketing mix strategies
- Explaining how the same product with a new target market and a new set of marketing strategies influences marketing decisions.
- Giving an Oral Presentation: Voice, Clarity, Projection, Eye Contact, and Composure
- Provide audience with Thorough Research and New Information
- Explaining how you developed a new Marketing Mix for your product

Rubric

MARKETING YOUR PRODUCT	
PRESENTATION AREAS	POINTS
Explained about existing product, original target market, and marketing mix strategies	20
Explained about new target market and new set of marketing strategies	20
Presentation Skills: Voice Clarity and Projection/Eye Contact/Composure	20
Thoroughness of research and information	20
Explanation of new Marketing Mix	20
TOTAL	100