

Marketing A School-Based Nursery: Summative Assignment

Using your knowledge of the 4Ps of marketing (product, place, price, promotion), you and a partner will create an effective advertising campaign that is appropriate for the season, and the local customer base. Your ad campaign will consist of one print ad, and one web page. Each person will be responsible for one product.

The print ad will cover both sides of an 8x14 sheet of paper (provided) folded in half to make a mini-flyer. You may cut out pictures from magazines, other flyers, or printed from the internet. Hand print or type and print blocks of text. Use pencil crayons to add colour, and make use of borders and frames.

The web ad will be created using a web page generator at www.wix.com. Your user id is first name, last initial and bmx (e.g., susieqbm) and your password is bmxassignment. Create and save your work, but do not post it!

- See the marking rubric on the back of this sheet for an outline of expectations.
- Hand in this sheet/marketing rubric with your name on when you complete your assignment.
- Staple it together with your brainstorm sheet and your rough work sheet.

Schedule:

Day 1: Class

- Review sample ads - observe elements, features and design
- Brainstorm ideas - mind map or list with pen and paper
- Teacher conference - have your brainstorm approved by your teacher
- Rough draft - create a rough layout of what your ad will look like, including font size, picture placement, borders, etc.
- Peer edit - edit someone else's work, and have someone edit yours. This person should be someone other than your partner!
- You must provide and receive at least one piece of constructive criticism and a signature!
- Edits - review your work and apply any editing changes necessary

Day 2: Computer lab

- Research appropriate goods and services that could be provided by your business
- Research competitive pricing (you should be competitive, but you need to make a profit!)
- Begin your advertising campaign.

Day 3: Computer lab

- Continue working on your ad campaign. Project is due tomorrow!

Day 4: Computer lab

- Continue working hard! Project is due at the end of this class!

As you work, remember to save your work frequently! Save it on the hard drive, back it up on a memory stick, and email it to yourself at the end of class. No excuses for lost work!