

SWOT Analysis Poster

Assignment:

You have just been hired to do some marketing research for a client. The client is currently unsure of their particular position in the marketplace and requires this information in order to determine the direction they want to move in the future with their organization. As a result, they have asked you to provide them with some advice. Here is your task:

1. Choose a “client” or company to do the research for that is within the “Arts & Culture” industry. A list of potential clients / companies have been provided for guidance – you can choose one from this “screened list” or one on your own (this choice must be approved by the teacher before you proceed).
2. Conduct a SWOT analysis for the company. Use your combined knowledge of the organization as well as the internet to research and gather the relevant information that is required for your client. Ensure that you adequately cover each element of the analysis (Strengths, Weaknesses, Opportunities, Threats). Each area should define the element and provide specific examples that are relevant to your client’s position in their industry. TIP: choose a client / company that you are somewhat familiar with, this will help you in creating a strong and reliable analysis.
3. Create a poster to display your findings and research for your client.

Your poster should be both informative and creative in nature. Yet, the ultimate goal is to provide your client with the research they requested – make sure this is the focus of your work. A simple example would be the following:



List of Potential Clients / Companies for Arts & Culture

Theatre

- Stratford Shakespeare Festival www.stratfordshakespearefestival.com
- Shaw Festival www.shawfest.com
- Drayton Festival www.draytonentertainment.com
- The Second City www.secondcity.com
- Lorraine Kimsa Theatre for Young People www.lktyp.ca
- Soulpepper Theatre Company www.soulpepper.ca
- Stage West Theatre www.stagewest.com

For more theatre options, visit http://www.theatreontario.org/content/on_stage.htm

Dance

- National Ballet of Canada <http://www.ballet.ca/>
- Royal Winnipeg Ballet <http://www.rwb.org/>
- Grand River Academy of Dance <http://www.grandriverdance.com/>
- Bojangles Dance Arts <http://www.goboangles.com/>
- Fred Astaire Dance Studios <http://www.fredastaire.ca/>
- Impact Movement Studios Inc. <http://www.impactmovement.ca/>

For more dance options, visit <http://www.danceontario.ca/>

Music

- Long & McQuade <http://www.long-mcquade.com/>
- Waterloo Music (St. John's Music) <http://www.stjohnsmusic.com/>
- MusicPlus <http://www.musicpluscorp.com/>
- The Beckett School <http://www.beckettschool.com/>
- Renaissance School of the Arts <http://www.renaissanceschoolofthearts.com/>

For more music options, visit <http://www.omea.on.ca/links.html>

Visual/Fine Arts

- AGO Art Gallery of Ontario <http://www.ago.net/>
- Imaginus <http://www.imaginus.ca/>
- KW Art Gallery <http://www.kwag.ca/en/>
- Cambridge Galleries <http://www.cambridgegalleries.ca/>
- Gallery on the Grand <http://www.galleryonthegrand.com/>

For more visual/fine arts options, visit <http://www.arts.on.ca/site4.aspx>

Assessment:

Your poster will be evaluated based on the following rubric:

Level 1: Limited	Level 2: Moderate	Level 3: Considerable	Level 4: High degree	Level
Knowledge and Understanding <ul style="list-style-type: none">Identified and explained the 4 elements of a SWOT analysis				
Thinking & Inquiry <ul style="list-style-type: none">Identified and explained relevant and applicable strengths, weaknesses, opportunities and threats for the business in a well supported manner				
Application <ul style="list-style-type: none">Effectively presented ideas on the poster in a creative and organized manner (i.e. – title stands out, not cluttered, easy to read and follow, attractive, colourful, optimal amount of information is provided, etc.).				
Communication <ul style="list-style-type: none">All areas are presented in a grammatically correct manner (i.e. - no spelling errors, proper grammar, etc.)				