***Group Project***

***Course Instructor: Emd***

***Mkt 337 (section 3)***

**Briefing :**

Hello everyone and I hope you are all having a good semester so far. We are almost at the end of this semester and now is the time to start working on your group assignments. As you all know by now, we are going for the American accreditation for NSU and you are the key towards achieving that. So everyone of you have a part to play in this entire process that will make your university worthy of becoming a U.S standard university. This print-out is for you to keep and it contains all the information needed to make the group project. So let's get started and hope you have fun and learn at the same time.

**Group formation:**

Each group will consist of 5-6 (7 members are exceptions) *members* in order to ensure the completion of all the presentation in one day. You are allowed to form your own group at this level since this is an introductory course. But bear in mind that I will NOT consider any type of complains regarding group members not working. It is your job to motivate and bring out the results from your group members. Each group will have a unique name to identify themselves and their special qualities. Please submit the group name and member list to me by this week. (Either by e-mail or at my office). Choose a representative of your group to come and discuss any questions or query you might have regarding the project.

**Group project:**

Your group project carries 10% of marks which will be given for the entire group. The report is to be typed with Times New Roman (font size 12) and with 1.5 or double spacing. Use appropriate margins in your paper as well. The report needs to be in a spiral binding or book binding. I will not accept the report otherwise. Remember, the marks will be given on not just how you write but also the content that you are covering within your given word limit.

- Your job is to develop a **promotional message for any product in the existing industry (local or global)**

- **Submission:** The project has to be submitted on the day of presentation. A late submission will be held on the final examination day. But **BEWARE**; a strict 2% will be deducted in the late submission assignment. So, the late submission assignments will be marked on 8% of the total marks. Moreover, since it's a group project, no excuses will be accepted in terms of late submission.

- **Word Limit:** 2500 excluding the Acknowledgement, Executive summery and Table of contents

Following are guidelines given to you:

**- Acknowledgement**

**- Executive summery**

* **Introduction:** Name of the company, Rationale of such name, Vision, Mission, Purpose and Objective

***Analyzing the market***

***STP Analysis***

You need to mention your segmentation, targeting and positioning strategies in brief regarding your promotional message. Which segment is it targeted for and which positioning it creates in the mind of the customers.

***Marketing mix analysis***

* ***Product:*** Which product are you doing promotion for?
* ***Price:*** What is the price range/strategy for that product?
* ***Place/Marketing channels:*** Where do you plan to do your promotion?
* ***Promotion:*** What is the current promotional strategy?

***Ad analysis***

* **Explain the type of message appeal you have in your poster and whether this is rational/emotional**
* **Explain the ad execution technique you used in your poster with sufficient logic from your situation analysis.**

***Budget***

* **Write about the type of budgeting technique used in the ad and explain why.**

**Referencing**

**Appendix**

**Poster details (optional, if you think it adds value): The poster should at least be an A4 size and not a plain paper. It should either be a photo or a poster paper. You can also do it by hand using Styrofoam. Whatever detail you put into the poster must have some sort of meaning with your ad execution or appeal.**

**Good Luck & Have Fun ☺**