



H CCP Principles of Marketing FINAL PROJECT

For our final project, you are going to put all the four P's together to develop a marketing strategy for a product for our School Store. We will actually execute the strategy, sell the product in the store for one week, and see whose strategy is most successful (evaluated by the greatest net profit). My preference would be that you work on this with a partner, but it is your choice, as I realize that presents unique challenges in the hybrid environment.

Part 1: PEOPLE

Who is your target audience? Describe in detail (demographics, psychographics!). Do some research to determine how many people are in this target market and their psychographics.

Although outdated, the [Strategic School Profile](#) can help. [Census data](#)

Part 2: PRODUCT

Pick your product. A few rules...

1. If food - your product must be on the [List of Acceptable Foods & Beverages](#) or comply with the Connecticut Nutrition Standards.
2. Your product must be available for purchase locally (BJs, Costco, Stop & Shop, Shop Rite, Big Y, Target, Walmart) *Within a 20 mile radius please!* OR obtainable by June 1.

Name and description of product:

Why did you choose this product?

Part 3: PLACE

Where is your product available for purchase? Identify min of 3 possible vendors (within 20 mile radius or online) and cost at each.

Choose one vendor to purchase your product from.

What made you choose this vendor over the others?

Part 4: PRICE

What is the total cost of your product? (include sales tax, deposit fees, shipping, etc.)

What is the PER UNIT cost of your product?

What will be your retail price?

What strategy did you use to determine your retail selling price?

Part 5: PROMOTION

Get the word out about your product! Promotion does NOT have to mean discount! Promotional campaign objectives can be about awareness.

Describe your promotional strategy. What media vehicles will you use and why? (social media - which? Signs - where? etc.)

- Colored signs/fliers: You will get 10 printed in color and need to choose strategic placement. Where will these be placed?
- Instagram post: You will get 2 posts during the week on the @trumbullmarketing account and need to decide when those should be posted. When do you want these posted?
- Other ideas - see me and we'll discuss.

Answer all three questions above.

Design your promotional media and copy & paste here. (insert your flier & Instagram ad, as well as anything else you choose.)

Flier & IG ad

What is the goal of your promotion? (inform, persuade, remind, connect)

What appeal or techniques are you using? Explain.

~* LAUNCH! *~

Your product will be sold for ONE WEEK in the school store.

You need to keep track of daily sales and calculate daily and weekly profit.

Day	Number of units sold (Quantity)	Retail Price (per unit)	Gross Revenue (qty x price)	Cost (per unit)	Cost of goods sold (Units sold* Cost)	Total Net Profit = Gross Revenue - COGS
EX.	5	\$1	\$5	\$.50	5*.50=\$2.50	5-2.50 = \$2.50
1						
2						
3						
4						
5						
TOTAL						

Part 6: REFLECTION (to be done AFTER the week of sales!)

What went well for you?

What would you change if you were to do this again?

What did you learn about marketing from this project that maybe you didn't realize before? Or
Discuss a concept you were able to apply from class to this project.

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FINAL PROJECT RUBRIC

	Developing	Proficient	Goal	Exemplary
PEOPLE: Target market is well defined				
PRODUCT: Student's product choice fits requirements and matches target market.				
PLACE: Student researched different vendors.				
PRICE: Student demonstrates knowledge of pricing strategies.				
PROMOTION: Student demonstrates knowledge of promotional strategies. Promotional pieces are creative and represent professional quality work.				
REFLECTION: Student composes a thoughtful and insightful reflection on the experience.				
WORK HABITS: Student utilizes class time wisely, collaborates with partner (if applicable).				