

# Marketing Foundations Final Project

**PRODUCT DEVELOPMENT & PACKAGING:** Based on your own brainstorming and/or market research, develop a product to introduce to the market.

Draw a detailed sketch or computer generated diagram of the product you will market.

You must include:

- Your product with all of the features labeled
- Product Name/Brand Name and Brand Logo
- Labels for the product (Instructions, warning, care for clothing, ingredients, etc)

## **PRESENTATION:**

1. **Describe your product.** You must describe your product in detail including what it looks like, how it works, what it is made out of, what options are available, etc. You must also explain what customer needs or wants this product satisfies.
2. **Packaging.** What type of packaging will you use for you product? Why?
3. **Target Market.** Who is the target market for your product? Why did you choose this target market? (Answer must include demographics, psychographics, geographics, and product benefits).
4. **Branding/Brand Name.** What is the brand name for your product? What image does your brand convey to the customer? Why? (Note: You may NOT use your initials for either name. Please be more creative!)
5. **Brand Logo.** What is your brand logo? Why? What do you want the customer to think when they see this mark? Describe what your logo looks like.
6. **Product Position.** Who are your main competitors? How will you position your product against the competition?
7. **Place.** Where do you plan to sell your product? Why?
8. **Promotion.** What activities do you think you will use to market the product to the target market? Why?

# Marketing Foundations Final Project

## EVALUATION – 100 points

NAME: \_\_\_\_\_

### PRODUCT

A. The Product Diagram shows:		
○ Your product with all of the features labeled	10 points	_____
○ Product Name/Brand Name and Brand Logo	5 points	_____
○ Packaging for the product	5 points	_____
○ Labels for the product	5 points	_____
B. The Brand name is brief, distinctive and appealing.	5 points	_____
C. The Brand logo is appropriate, distinctive and appealing.	5 points	_____
D. The packaging:		
○ Promotes product acceptance and company image	5 points	_____
○ Protects the Product	5 points	_____
E. The labeling:		
○ Includes instructions for use, care labels, ingredients and/or warning labels	5 points	_____
<b>Total</b>	<b>50 points</b>	_____
<b>EXTRA CREDIT – BUILD PROTOTYPE</b>	<b>10 points</b>	_____

---

---

### PRESENTATION

A. Product and packaging were clearly described using the diagram as visual aid	5 points	_____
B. Identified target market including demographics, etc.?’	5 points	_____
C. Explained reasons for selecting the brand name and brand mark	5 points	_____
D. Explained strategies for product positioning and identified several competitors	5 points	_____
E. Described where the product will be sold	5 points	_____
F. Described activities that might be used to market the product	5 points	_____
H. PowerPoint presentation contains only highlights; easy to read; follows 5x5 rule	5 points	_____
I. <b>Presentation skills:</b> Material was organized, presenter spoke clearly, used proper grammar, faced the audience, was enthusiastic and dressed professionally	15 points	_____
<b>Total</b>	<b>50 points</b>	_____

**Comments:**