

Importance of Marketing Role-Play Additional Assignments (30 points)

Task 1) 10 points

Create a flyer to help your sister promote her new purse business.

- The flyer should include **all** of the following:
 - Name of the business
 - Slogan
 - Logo
 - Pictures
 - Promotional offer
- The flyer should be eye-catching and creative! You may use the computer or draw the flyer (use 8 ½ by 11 paper).

Task 2) 8 points

Provide projections for the future of the business. (2 complete paragraphs)

- What are your expectations for the growth of the company?
- Suggest ways on how to expand and grow the business in the future (be specific)

Task 3) 12 points

Develop a social media plan for the business. (3 complete paragraphs)

- The social media plan should include the following:
 - Suggest 2 *types* of social media that could be used by the business
 - Explain why your choices are the best for the business
 - Explain how you would incorporate and monitor the social media outlets
 - How often will you update?
 - What types of things will you post?
 - What are your goals regarding social media use?
 - Explain how the use of social media could help the business and the benefits of social media

***When you are finished STAPLE all assignments together and turn in!