

Communications Project Teams of 4

Instructions: The objective for this assignment is to better understand the development and process it takes to sell an idea. To do this we will be combining design, marketing and manufacturing to convince an investor to buy into the product. Each group will need to create a presentation and sell their product to the investor. Each member of the group will be assigned to one of the 4 “P’s” of marketing to break down the project. The final project will be a combination of all of the information gathered into either a PowerPoint, project proposal, etc.

Groups will need to be working together at all times. *Group members will be in charge of the following:*

Product Designer

Product can be a tangible object or a service provided to customers. It can even be a program planned for clients in which they participate. Market research (the systematic gathering, recording, analyzing, and presentation of information related to marketing goods and services based on needs assessment) is necessary to determine the customer’s needs/wants and how best to design and promote the product or service to attract the customer. Market research involves surveying or interviewing the target population (customers) to determine their preferences. Market research can also be done on a specific product (service) already in place to determine its success. Results of this market research should be the product to make, how to package it, brand name to use, and an appropriate image to portray.

- **Choose a product design to research as a company.**
- **Take group photos and production process photos to include in final project.**
- **Create the project plans for production.**
- **Conduct market research and market surveys.**

Price Consultant

Price is the process of determining what to charge for the product or service. It should reflect what the customers are willing and able to pay. It is assumed a profit is to be made. It includes determining the cost of production (time, labor, ingredients, packaging, advertising, etc), the state of supply and demand, and the amount of profit to be made. The end result is the price of the product or service.

- **Provide cost analysis, find a price point, and research supply and demand.**
- **Create a bill of materials.**
- **Calculate the manufacturing cost and profit.**
- **Create a mass production plan, how decide if an assembly line would make the project better.**

Promotions

Promotion is the actual marketing of the product or service and the image portrayed. Advertising the product or making the customer aware of the product or service is involved in promotion. Advertising can be done through public relations, media, personal selling and various persuasive communication strategies. Creating catchy names, logos, jingles for a product or title/acronym (such as TLC) for the service or program is part of promotion. Decisions need to be made about the message, when and where it will be delivered, and any inducements utilized.

There are **FOUR TYPES OF PROMOTION** used to help sellers get their message to customers.

- ✓ **ADVERTISING** - Any paid form of communication. (Newspapers, TV, radio, magazines, billboards, etc.)
- ✓ **PUBLICITY** - Free promotion. (press releases or news reports describing how the company sponsored events or donated to a cause.)
- ✓ **SALES PROMOTION** - Special things done to get customers interested in trying products or to come into a store. (Coupons, contests, rebates, free samples, displays, etc.)
- ✓ **PERSONAL SELLING** - A salesperson assists each customer. (A shoe salesperson helps a customer select the proper shoe size. A college student goes door to door selling children's books.)
 - **Create an advertisement and package for the product.**
 - **Create one type of sales promotion from above.**

Place

Place can be thought of as the distribution of the product (or service) in the most advantageous way possible. It involves determining the best place to display and sell the product or offer the service. How to set up the actual display or where to place it in the space provided (i.e. store, room, auction, swap meet) or the timing of the distribution of the service is part of PLACE.

- **Create a company name and logo.**
- **Find who are your target customers?**
- **Decide and create how you will sell your product and distribute it to the consumer.**