

Name(s): _____

Blk: _____ Date: _____

Marketing Intro Assignment

The Assignment: using the Internet, you are going to research and gather some basic marketing information about your favourite product or service.

Purpose: to get you thinking about the strategies and decisions that go on in the minds of marketers.

Instructions:

1. Choose your favourite product or service
2. Find a picture of it and paste into a Word document.
3. Find an advertisement for it and paste into the same Word document
 - Do you think this advertisement is effective? Why?
4. Research the following information and type your answers in the same Word file.
 - The name of your product or service
 - A picture of your product or service
 - A brief description of what it does and some of its special features
 - Why do you like this product so much?
 - Does it fulfill a *need* or a *want* of yours? Describe how it fulfills this need/want.
 - How much does this product/service cost? What is the most you would pay for it, over and above the price?
 - Who do you think buys this product? Describe that person.
 - What kind of image does your product have? Do you think the product's image affects its price?
5. Fit everything onto 1 page. Make sure to include a title for your report, headings for each section, and your name, block and date in a header in the upper right hand corner. Make it look neat and organized and easy to follow. Single space with double spacing between the headings. Please use a professional font, size 12.