

# Assignment | Unit 5



## “Orlando Makes Me Smile” Case Study

Successful marketers know marketing communications strategies must be attuned to Successful marketers know 1) implementing marketing research both before and after a marketing campaign is executed is essential, and 2) any advertising campaign must be consistent with the overall integrated marketing and branding strategy. The purpose of this Assignment is to demonstrate an understanding of the level of success achieved from a fully integrated campaign.

### **Directions**

1. Read the “Orlando Makes Me Smile” integrated advertising campaign case study on page 670 of your textbook.
2. Use the already APA formatted template in Doc Sharing titled Unit5AssignmentTemplateOrlandoCase.docx as your starting point for this Assignment. Download the template and save it as your own document, for example, YourNameUnit5GB531.docx.
3. Compose a 4-6 page paper (plus Cover page and References page and using APA formatting).
4. Write your paper using third person perspective (do not use “I”, “me”, “my”, “you”, or “we” as these are first and second person perspectives).
5. Additional directions related to this Unit 5 Assignment are included in the Doc Sharing template.
6. Use no more than one referenced sentence per paragraph and use one reference no more than three times. Apply and cite relevant information, using APA formatting for both in-text citations and entries on the reference page, 1) from our textbook, 2) from at least one article acquired from searching the Kaplan library, and 3) from the Orlando CVB website (no other internet references are accepted for this Unit 5 Assignment).
7. In your paper, address the following:
  - Examine whether the campaign was successful and support your analysis with information from the case study.
  - Conduct additional research and describe what the Orlando/Orange County Convention and Visitor’s Bureau has done more recently to advertise/market their product line.
  - Synthesize the Orlando/Orange County Convention and Visitor’s Bureau advertising and marketing strategy.

- Formulate your own proposed methods to support their success going forward.

8. Include a conclusion summarizing the paper's content without introducing any new information.

9. Proofread your paper, confirm correct APA formatting, run spell check and grammar check and proofread again.

10. Submit your completed paper into the Unit 5 Assignment Dropbox.

### Unit 5 Assignment = Possible 75 points

The purpose of this Assignment: to demonstrate a graduate level understanding of the level of success achieved from a fully integrated campaign.

Unit 5 Assignment Grading Criteria	Possible Points	Points Received
Wrote an APA formatted 4-6 pages paper plus title page and references page using third person perspective.	5	
Examined whether the campaign was successful and supported your analysis with referenced information.	15	
After conducting additional research, described what the Orlando/Orange County Convention and Visitor's Bureau has done more recently to advertise/market their product line.	10	
Synthesized the Orlando/Orange County Convention and Visitor's Bureau advertising and marketing strategy.	15	
Formulated your own proposed methods to support their success going forward.	10	
Applied and cited at least three references (from textbook, Orlando CVB website, and Kaplan Library article) using APA formatted in-text citations and reference page entries.	10	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information.	5	
The content used good composition, grammar, punctuation, capitalization and spelling and included a conclusion	5	

summarizing the paper without introducing any new information.		
<b>Total Possible Points</b>	<b>75</b>	