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|  | PLEASE FOLLOW THE MARKING CRITERIA AND WORD LIMIT STRICTLY   1. **The campaign must be a new campaign not previously run by that organisation.**   **There should be a name given by you for the campaign that you plan for the organization**   1. Please explain a) the organisation, b) **the reason for the campaign and c) who do they want to target for the campaign.**   (Identify 2 to 3 target markets and explain why you are thinking that they are the potential markets)  (Target market needs to be justified using some references to show it does fit with the campaign.)   1. The Executive Summary is not included in the word count. 2. SWOT analysis should be for the company and make it in a table / diagram or chart form.   (Don’t write big paragraphs for that)   1. Each new term used should be defined and referenced such as the 4Ps. Keep this brief.   However, for the campaign, identify 4 P’s each of them must be in 200 words.  (Don’t explain the definitions of Products, Price, Place or Promotion but explain that for the campaign you have decided what would be the products, price, Place or Promotion methods for that campaign).   1. Product can be intangible so it would still have a core (the benefit) and actual product (the message) or a physical product such as a giveaway like the Pink Ribbon which is low cost and shows the public a person’s support of the cause. There may not be an augmented product. 2. Price relates to the **cost to consumers**: money, time, opportunity costs, benefits to community and/or the individual, can be a fixed price for a tangible item or variable cost as for donation amounts. 3. . Place is where message is found closest to where the target market is located or place of purchase for tangible product (e.g. Woolworths) or online for donations, and so forth. 4. Message can be a tag line but needs to include the type of message (rational, emotional, persuasive etc.) and the outline of the message in general terms. Students do not have to come up with the actual advert. 5. 12-15 academic references should be included to ensure work is of a high standard. |

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| Criterion | Mark |
| Executive Summary – include the most important points covered in your assessment. | 2 |
| The organisation you have chosen and academic literature support- maximum 200 words | 4 |
| The program/campaign focus- Maximum 100 words | 2 |
| SWOT analysis- in the form of CHART / DIAGRAM (having bullet points) (Maximum 200 words) | 4 |
| Justification of an appropriate target market (3 to 4 target markets with justification of each and evidence from the journal articles i..e. appropriate referencings)- must be 200 words | 4 |
| Product : must be 200 WORDS | 5 |
| Price: must be 200 WORDS | 5 |
| Place/distribution: must be 200 WORDS | 5 |
| Promotion/communication: must be 200 WORDS | 5 |
| Attention-grabbing message- Write an attractive tagline for the campaign- Maximum 100 words | 2 |
| How will you evaluate the effectiveness of your message?- Maximum 80 words | 1 |
| Conclusion- Maximum 80 words | 1 |
| Total | 40 |