



S1 PRODUCT MARKETING

In groups of 2 – 4 you have to come up with:-

- ❖ A Target market and explain why you have chosen this group .
(as your logo etc. might depend on it).
- ❖ A Company name.
- ❖ A Company Logo for your product.
- ❖ A plan for marketing / promotional / advertising / and the materials required.
- ❖ Finally, you have to prepare and present a Power Point Presentation about all the work you have done on your product, from Design choices to manufacture and promotion.

Resources Required

- ❖ Access to computers.
- ❖ Introduction to and notes for Power Point.
- ❖ Stationery for posters, notes etc.
- ❖ Introduction to Posters / Leaflets / Flyers etc.
- ❖ Introduction to and notes for DTP if appropriate.

Target Market

Who is your target Market?

How does your product meet the needs of this market?

Company Name: (on this page draw out your Company name)

How did you arrive at this name?

Give details of colours, fonts and any other effects used in this.

LOGO: (on this page draw out your Company Logo)

How did you arrive at this name?

Give details of colours, fonts and any other effects used in this.

How do you intend Advertising / promoting your product?
List below what steps you would take to do this:-

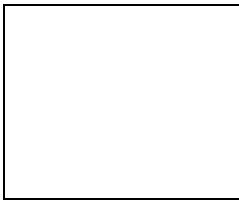
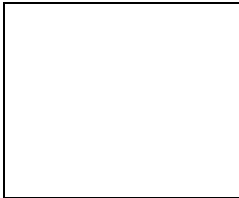
What resource do you require?

Power Point Presentation Planning

Go through all of your work from Design to marketing.

What were the issues and important decisions?

Now plan out your slides, include pictures and text.



Let your teacher see your plan then make your Power Point Presentation. Your teacher has a help sheet for you. You will make your presentation using all of your resources to the class.

You will need your product, advertising material, design folio to help you in this.

The class and your team will assess your presentation.

Presentation Review

Name of Company: _____

On a scale of 1 – 5 1 being - strongly agree 5 - disagree

Grade the following statements:-

The presentation 1 watched was very clear.

1	2	3	4	5
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If I were in the target market I would buy the product.

1	2	3	4	5
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There is nothing about the presentation I would change.

1	2	3	4	5
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What changes if any could you make to the presentation?

Overall what grade would you give this presentation?

EXCELLENT	VERY GOOD	GOOD	ACCEPTABLE	POOR
1	2	3	4	5