Exercise 1

Lesson Goal: To integrate different resources and assets into your marketing plan

You work for a food manufacturer who is looking to launch a new range of chocolate bars. To do this you recognize the need to take a strategic approach to designing the product and its marketing strategy.

Utilize the 4Ps to develop a marketing plan for the new range of chocolate bars:

ág Product
ág Price
ág Place
ág Promotion

You can then use this as the basis for the eventual marketing plan.
Lesson Goal: To integrate different resources and assets into your marketing plan

You are a marketing officer for a nationwide fashion retailer. Your manager has tasked you with devising a plan to integrate both traditional and digital communications.

Use the following considerations to complete this task:

- Customer touchpoints
- Identify appropriate traditional and digital channels
- Customer power has shifted away from traditional broadcasting to sharing content
Exercise 3

Lesson Goal: To recognize the value of analyzing a business’s purpose and value proposition when formulating an effective marketing strategy

Your manager has asked you to design and execute an integrated marketing campaign in order to increase the performance of their marketing channels. They want the campaign to work seamlessly across all channels including:

- Above-the-line
- Below-the-line
- Online

This exercise can be carried out for your business or one of the fictional businesses used previously.
Lesson Goal: To execute a marketing campaign and evaluate its effectiveness

You work in the marketing team at a technology company and you are in the process of developing a new product that you wish to launch later in the year. Previously, the organization has been quite inward looking and has not seen the good results they had hoped for. You are keen to change this. You recognize that market research is the best way to achieve better results.

In doing this, you should consider the following:

- Customer analysis (Who are your target audience? What do they like?)
- Competitor analysis (What products are out there? What tactics do they employ? How can we differentiate?)
- Qualitative and quantitative research

When you have finished identifying these elements, devise a 200-500-word report detailing the findings from your market research.
Lesson Goal: To execute a marketing campaign and evaluate its effectiveness

You are the marketing manager of a nationwide travel company and you are in the process of creating a campaign in preparation for the peak season. You want to create a print advert as part of your traditional communications strategy.

In doing this, establish:

- Upfront budgetary commitment
- Campaign duration
- Appropriate content (Is it text heavy? Does it have a call to action? Can we align digital with physical marketing?)
- Appropriate magazine(s) for publication
Lesson Goal: To execute a marketing campaign and evaluate its effectiveness

You work for a global fast food chain and you are currently selecting the media channels that you are going to use in an upcoming campaign.

You have been given the task of creating a 500-750-word media plan detailing the channels you would use for this organization. This plan should include:

- The type of communication each channel represents, for example, traditional or digital.
- The reason each channel has been selected and the purpose that it will serve.
- How the channels will integrate with each other?
Exercise 7

Lesson Goal: To execute a marketing campaign and evaluate its effectiveness

You work for a medium-sized estate agent chain and your annual marketing budget has just been set at $15,000. You now have the task of breaking down this budget and allocating it to structure marketing spend.

You run one major campaign throughout the year with several minor projects being implemented alongside. You should allocate budget considering the following factors:

- Create a resource map to establish the resources you require for the different available channels.
- Establish the costs associated with broadcast media – is this feasible?
- Creative and media costs.
Lesson Goal: To execute a marketing campaign and evaluate its effectiveness

You are the marketing manager for a luxury fashion retailer. You have recently become frustrated by the lack of measurement of your traditional communications, and are keen to learn more from them.

Design a measurement strategy by considering the following factors:

- Establish relevant metrics and business KPIs for the business.
- Establish the means of measuring traditional communications (for example, surveys, real-time chats).
- How to establish brand equity?