

Group Persuasive Project- Marketing

For this presentation groups will be involved in selling a particular product, service or company. Each group will be a business/company pitching a product, service or company idea. Groups will develop a marketing strategy to draw consumers in. Remember creativity counts and the approach to marketing is critical. You may use power points, videos, commercials, or any other selling tactic deemed necessary. Grading will be based on research, delivery, the involvement of each group member, cohesion, creativity, marketing tactics, and whether the company receives funding or not. Presentations should be 25-30 minutes in length and each group will turn in a clear group outline with a group reference page research attached. Every group member must participate and speak for at least 5 minutes.

Groups will present based on the following criteria:

- Choose a company name
- Develop a product or service
- Create a name and slogan for the product
- Determine marketing strategy: target audience, product need, cost to make and sell, raw materials, labor, and competition.
- Budget for the product and selling it on the market
- Comparison of product to similar items already in existence
- Research and statistics to back up the demand and need for this product from academic resources (4 minimum per person)

At the end of the presentation an investor will determine whether or not the company will receive funding or not. Remember presentations need to be professional and clearly organized. Audience members will also ask for clarification on the information presented. Responding to those questions is a graded component of this presentation.

Questions to ask yourself:

- What is something that I would use?
- How much would I pay for something like this?
- What is already out on the market?
- How can I benefit from a product like this?
- Would I buy this product?
- Does this product solve a problem common to consumers?
- How can I use research in my presentation?

Areas of research

- Other companies
- Areas where to market
- Census data
- Marketing strategies used by others and what the research says about them
- Historical information

Keep in mind the fundamental forms of proof – how can you persuade your audience that your idea is a viable one. Utilize ethos, logos and pathos when doing your presentation.

Information should be ethical and logical but your group should also include a passionate appeal. The use of visual aids will also be a graded portion of this presentation.

Have fun but do quality research!!