**DROP BOX 2 Week 4**

Your paper is worth 22 points, the breakdown of the points is below. Please use the template and include each section. The final paper is **due Sunday of Week 4 at 11:59 pm**.

Your paper must include the following in either the upper left- or right-hand corner of the first page of your paper:

* Your name
* MKTG 310
* Date of the Paper
* Paper Title

Use the Media Strategies template

Include each question before your answer

Include an introduction and bibliography (APA or MLA)

Write appropriately for a business audience

Use proper grammar and spelling

Use appropriate sentence and paragraph structure

**Note:**If your paper does not include the above information in the requested format, you will automatically lose 10% of the points for the assignment.

Outline and Grade Allocation

Look at Figure 10-27 Media Characteristics on page 372 of our text. Choose one of the first 6 media (we will address digital media in week 6) for your new client and explain how you are going to implement that media utilizing the media strategies beginning on page 354.

Be sure you read Developing and Implementing Media Strategies beginning on page 354 prior to beginning the assignment. Review the different Media Characteristics in figure 10-27, page 372. From the list choose one of the first 6 media for this assignment.

Although there is a wide variety of media and media vehicles available, they should be chosen to work together to provide a cohesive message to our target audience; for the purposes of this exercise we will only choose one of the first 6 media characteristics listed on page 372.

**MEDIA STRATEGIES TEMPLATE**

Identify your company

Identify your media: (Example outdoor billboard located along HWY 2 miles before exit XX) (2 pts)

Did you choose visual or print and why? (Example outdoor billboard media. Will use visual media to target morning commuters and direct them to exit to our coffee shop) (2 pts)

Identify your Target Market Coverage: (This can be generalized such as: Target market is adults 18-45, working professionals earning over 40K/year. They are located with in a 5 mile radius or they drive by exit XX on HWY 70 on their way to work) (2 pts)

Identify your Geographic Coverage: (This can be general such as Drivers on Hwy 70 who drive by outdoor media located near exit XX) (2 pts)

Identify your Scheduling strategy: (Example: We will generally utilize a continuity pattern through the year then implement a Pulsing strategy during the specific seasonal times such as fall for pumpkin coffee drinks, Christmas Holidays and spring for iced coffee drinks) (2 pts)

Reach versus Frequency: How much reach is necessary? What level of frequency is needed? (3pts)

Creative Aspects and Mood. (Explain your ideas for the Creative aspect and mood of your ad. This can be general such a visual of pumpkin latte with pumpkin and pumpkin bread and a catchy phrase to direct traffic to our coffee shop) (3pts)

Your media strategy requires some degree of flexibility. Flexibility needs to be addressed by identifying: (3 pts)

Market opportunities

Market threats

Availability of Media

Changes in the media or media vehicles available.

Budget Considerations – Determine the relative cost of your media as Cost per thousand or Cost per rating point, whichever is applicable. You may need to complete some outside research for this part to identify the costs and circulation figures or program ratings. (3pts)

Cost per thousand (CPM)

CPM=Cost of ad space X 1000

Circulation

Cost per rating point (CPRP)

CPRP= Cost of commercial time X 1000

Program Rating

**Note**: Work submitted for this class must not have been previously submitted by you or another individual for any course. Any student who submits previously used work will be reported to Columbia College Student Life and Academic Affairs administrators and a 0 will be given for the assignment.