

Unit 5 Assignment: Integrated Marketing Presentation

Due Date: 11:59 pm EST Sunday of Unit 5

Points: 100

Overview:

The Board of Directors (BoD) at Post University has asked you to create a marketing campaign for the university. There are 2 parts to this project:

1. Collect Data/Information:

- In order to make the best decisions and maximize their appeal to their target audience(s), the BoD needs to collect specific demographic data/information regarding the characteristics of their target market(s).

2. Create a slide presentation:

- Your slides will help the marketing and admissions teams at Post determine how best to promote Post University brand and continue to grow the university.

Instructions:

Develop a professional 4 slide PowerPoint presentation based on the following:

- Slide 1 – Competitors. Approximately, how many colleges/universities are there in the US, and how many active college students are there in the US? *20% of grade*
- Slide 2 - Demographic. What is the average age of adult learners? *20% of grade*
- Slide 3 - What are the most likely and best channels to attract them (social media, email, TV, billboards, newspaper, etc.)? *20% of grade*
- Slide 4 - Persuasive summary. This is intended to convince the BoD to accept your campaign. *20% of grade*
- Full-screen images - Each slide should have an image that fills the page edge-to-edge and captures the theme/content. Please limit the superimposed text to no more than eight (8) words per slide. *10% of grade*
- Include a full set of supporting notes in the Notes section of each slide. This is where you will support your thoughts and ideas by using specific statistics, data, and supporting information of the source of your data. *10% of grade*
- Professional grammar is expected.

Be sure to read the criteria below by which your work will be evaluated before you write and again after you write.

Evaluation Rubric for Unit 5 Assignment

CRITERIA	Need Improvement	Average	Very Good	Excellent
	<i>0-8 Points</i>	<i>9-11 Points</i>	<i>12-13 Points</i>	<i>14-15 Points</i>
Slide 1	Slide 1 is not present or is poorly presented.	Slide 1 is present but is missing key details.	Slide 1 is present but missing minor details.	Slide 1 is clearly defined and presented, including all details.
Slide 2	Slide 2 is not present or is poorly presented.	Slide 2 is present but is missing key details.	Slide 2 is present but missing minor details.	Slide 2 is clearly defined and presented, including all details.
Slide 3	Slide 3 is not present or is poorly presented.	Slide 3 is present but is missing key details.	Slide 3 is present but missing minor details.	Slide 2 is clearly defined and presented, including all details.
Slide 4- Persuasive Summary	Persuasive summary not presented or poorly presented.	Persuasive summary is present, but missing key details.	Persuasive summary is present, but missing minor details.	Persuasive summary is presented following a logical path. Including all details.
Images	There are no images presented.	Images are presented on some slides.	N/A	Fullscreen images are included on each slide.
Grammar	Presentation is appropriate for college-level work.	Presentation exhibits some evidence of college-level grammatical elements and APA citation methods.	Presentation exhibits good use of grammatical elements and APA citation methods.	Presentation exhibits skilled use of grammatical elements. The content displays skilled use of APA citation methods.
	<i>0-5 Points</i>	<i>6-7 Points</i>	<i>8-8 Points</i>	<i>9-10 Points</i>

CRITERIA	Need Improvement	Average	Very Good	Excellent
Notes	The Notes sections are scarce/empty.	There are some Notes included but they are incomplete with little supporting evidence.	The Notes sections contain some supporting notes.	The Notes section is complete with robust and meaningful supporting notes.