**Purpose of Assignment**

All products/services go through a life cycle of NPI (new product introduction), growth, maturity and decline. These various stages affect the marketing strategy and promotional efforts. In Week 3, you will incorporate a product strategy that addresses at least 3 areas of the product life cycle. The primary objective of this assignment is to allow the student to demonstrate an understanding of the factors that can affect the launch of a product or service. A secondary objective is to understand the differences in a product launch in the U.S. (domestic market) and an international market.

**Assignment Steps**

**Generate**a minimum 700-word product strategy in Microsoft®Word.

**Incorporate** a product strategy that addresses the following:

* At least three areas of the product life cycle (NPI-new product introduction, growth, maturity and decline).
* How you will measure (what metrics will be used to determine success or failure) the marketing activities.
* Create at least two different types of media methods for the products. One media method must be a print method and one must be non-print. A media method is a media strategy which highlights your product. For example, (this cannot be used in this assignment), a non-print media method would be a Facebook campaign that provides a user a reward for each review, positive or negative, posted about the use/appearance/price/etc. of the product. In your assignment, you should have 2-3 sentences about each media method (i.e. one paragraph of what you would do, not how to do it).
* Address three elements of the Product and Promotion List (see below).
	+ Product and Promotion List:
		- Integrated Marketing Communication
		- Advertising Strategy/Objectives
		- Push and Pull
		- Media Strategy
		- Advertising Execution
		- Direct Marketing
		- Public Relations/Strategies
		- Positioning

The plan will be a continuation of your global or multi-regional company you chose in Week 1. This will be incorporated into your overall marketing plan for Week 6.

*Note*: Charts/graphs/tables do not count toward the word count.

**Cite** a minimum of three peer-reviewed references.

**Format** your assignment consistent with APA guidelines.

# Grading Guide

| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| Student’s product strategy addresses at least three areas of the product life cycle (NPI-new product introduction, growth, maturity and decline). |  |  |  |   |
| Student’s product strategy addresses how he/she will measure (what metrics will be used to determine success or failure) the marketing activities.  |  |  |  |  |
| Student’s product strategy includes the creation of at least two different types of media methods for the products. One media method must be a print method and one must be non-print. A media method is a media strategy which highlights his/her product. Student has 2-3 sentences about each media method (i.e. one paragraph of what he/she would do, not how to do it). Student does not use the Facebook example provided here:* Product and Promotion:
* Integrated Marketing Communication
* Advertising Strategy/Objectives
* Push and Pull
* Media Strategy
* Advertising Execution
* Direct Marketing
* Public Relations/Strategies
* Positioning
 |  |  |  |  |
| Student’s product strategy addresses three elements of the Product and Promotion List provided in the assignment. |  |  |  |  |
| The product strategy is a minimum of 700 words in length. Note: Charts/graphs/tables do not count toward the word count. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | 3.5 | #/3.5 |  |

| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference page. |  |  |  |  |
| Paragraph and sentence transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|   |  | 1.5 | #/1.5 |  |

| **Assignment Total** | **#** | **5** | **#/5** |  |
| --- | --- | --- | --- | --- |