

NAME _____

DATE _____

DIFFUSION OF INNOVATION PROJECT- 160PTS

Your assignment is to create a marketing plan for an assign product using the Diffusion of Innovation model.

<u>Items</u>	<u>Points</u>
<ul style="list-style-type: none"> ◆ Target Market (potential buyers) ◆ Description of target market ◆ A day in the life narrative ◆ Explanation ◆ Two paragraphs 	_____ / 40pts
<ul style="list-style-type: none"> ◆ Product Positioning ◆ Description ◆ Explanation ◆ One paragraph 	_____ / 20pts
<ul style="list-style-type: none"> ◆ Product Concept ◆ How are you going to strengthen your product ◆ What is the “compelling reason”? ◆ What are your “extras”? ◆ Explanation ◆ One paragraph 	_____ / 20pts
<ul style="list-style-type: none"> ◆ Marketing Strategy ◆ Description of strategy 	_____ / 40pts

<ul style="list-style-type: none"> ◆ Print Advertisement ◆ TV Commercial ◆ One paragraph ◆ Distribution Channels ◆ Where are you going to sell your products? (Online or in store) ◆ What stores? ◆ Locally, nationally, or internally? ◆ One paragraph ◆ Pricing ◆ How much are you going to charge? ◆ Explanation ◆ One paragraph 	<p style="text-align: right;">_____ /20pts</p> <p style="text-align: right;">_____ /20pts</p> <p style="text-align: right;">Total: _____ /160pts</p>
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