

Student Name:
Product to Follow:

Course: Marketing

Teacher: Mr. George – sgeorge@hinghamschools.org | www.georgeacademics.com

“Follow a Product” Assignment

Throughout the first term of the course, students will “individually” choose “one product” within a company that they are a HUGE fan of. Each week, students will learn about a new marketing concept and apply it to their product. This will be done by reflecting on their chosen product and how the marketing concept connects to it. Weekly assignments will be in your own words (no copying and pasting) - and added to this Google document (will be shared by Mr. George). Due dates will be included on the Google doc. Some weekly assignments may require research or your best deduction based on your research. **Late assignments are NOT ACCEPTED.** The goal is to learn about the major aspects of marketing by following your product.

There is one completed example of a Ford Mustang that is on the class website for you to review. It is recommended that you review each section of it prior to submitting your weekly assignment so you can see what is expected.

Directions:

1. Type full name at top of document (in header)
2. Type name of product to follow at top of document (in header)
3. You don't need to share it with me (I already have access to it as I shared it with you)

Week	Topic	Due Date (due by 8am)
Week 1	Choose a Product (add it to top of this doc); Explain the company's logo and slogan (tagline) if they have one. If they don't, provide a suggestion and why. State buying motives (incentives) to purchase the product.	
Week 2	Target Market - State and describe demographics, geographics, psychographics and consumer behavior/attitudes	
Week 3	Product Strategy	
Week 4	Place Strategy	
Week 5	Price Strategy	
Week 6	Promotion Strategy	
Week 7	Summary - what did you learn about the marketing of the product and the brand? What changes would you recommend regarding any of the 4Ps?	

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	Beginning – 0 pts	Developing –12 pts	Focused - 16 pts	Exemplary –20 pts
Follow a Product Rubric	Did not complete in an acceptable way by the due date.	Content was weak. Demonstrates little effort went into this assignment. <u>Several spelling or grammatical errors.</u> Not able to discuss this topic in class through response.	Acceptable content. <u>Few spelling or grammatical errors.</u> Thoughtful response. It is clear that the Ford Mustang example was reviewed. Able to discuss this topic in class through response.	Typed responses completed by due date. Comprehensive content. No spelling or grammatical errors. Thoughtful response. It is clear that the Ford Mustang example was reviewed. Able to discuss this topic in class through response.

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