

MT359: Advertising, Promotions, PR, Integrated Marketing Communication Strategies

Unit 10 Assignment: Details and Rubric

The following Course Outcome is assessed in this Assignment:

MT359-6: Create information for a direct marketing plan.

A direct marketing plan can help organize the various pieces of information and guide people on tasks to be performed. While changes may take place, a plan will contain most of the needed information to implement a direct marketing campaign as part of an IMC program.

For this assignment you will complete a direct marketing plan for a chosen product or use your course product. Use the [template provided](#).

Directions for Submitting Your Assignment

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your Assignment is in the appropriate format (Word, Excel, PowerPoint, or other).

Once completed, submit your Assignment to the Unit 10 Assignment Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 10 Assignment: Criteria:	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
• Product background and problem	6	
• Strategy and goals	6	
• Activities and schedule	8	
• Involvement, monitoring, and fiscal analysis	8	
Writing Style, Grammar, APA		
Syntax and spelling.	4	
Response displays effort to analyze.	4	
APA is used and correct.	4	
Total Points	40	