

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

## Unit 8 Assignment 2: Details and Rubric

You are to help a company set quality goals for a sales promotion for its product. As a Marketing Account Executive, choose the product or use your course product for this assignment.

The main objective of this sales promotion plan proposal is to promote the product to customers and potential consumers.

1. You are to provide an introduction that explains the product situation – such as where the product is in the life cycle and what the overall objectives are for the product.
2. Complete the Sales Promotion Plan Proposal using the template provided in Course Resources. ([Unit 8 Assignment 2 Template](#))

### 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), then proofread entire assignment, when you are ready, you may submit on the Dropbox page.

Once completed, submit your Assignment to the Unit 8 Assignment 2 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 8 Assignment 2: Criteria:	Points Possible	Points Earned
<b>Response addresses the required elements for completion of a <a href="#">Sales Promotion Plan</a> demonstrating analysis and critical thinking:</b>		
• Describes product background and problem faced	6	
• Provides the product strategy and goals for promotion	10	
• Describes each tactic to be used and schedule	8	
• Provides responsible person or entity, monitoring and budget analysis	8	
<b>Writing Style, Grammar, APA</b>		
Writing style, correct grammar, APA	4	
Response displays effort to analyze.	4	
<b>Total Points</b>	<b>40</b>	