

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

Unit 9 Assignment: Details and Rubric

Select a product or use your course product to describe how you might use each of the five primary direct response tools as part of an IMC plan.

- Personal Sales
- Advertising Media
- Direct Mail
- Catalogs
- Telemarketing

1. Describe the target market for the product. Would you possibly use a different tool to reach different segments?

A. For each of the five tools answer the following:

- Describe how you will use the tool for the product.
- What would be an objective for using the tool?
- How would you measure to see if your tool was working as planned?

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 9 Assignment Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 9 Assignment: Criteria:	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Describe use of each of five tools	10	
Objectives of each of five tools used	10	
Description of measuring results for each of five tools	8	
Writing Style, Grammar, APA		
Syntax and spelling.	4	
Response displays effort to analyze.	4	

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MT359: Unit 9 Assignment: Criteria:	Points Possible	Points Earned
APA is used and correct.	4	
Total Points	40	