**MT359: Unit 3 Assignment Template**

**Assignment Part 1:**

Using your course product, list and briefly describe or summarize what you would propose as answers for the seven questions a media plan should cover. (Paragraph for each question)

**Assignment Part 2:**

Using information from Part one of this assignment, develop a media plan for a product and complete the 4 steps in media planning.

Your Name:

Media Plan for: (State your product name)

Media Plan Summary (7 Questions answered)

Media Plan Details:

Target Market and Target Audiences:

Media Objectives:

Media Strategies:

Analysis of the Media Plan: