

Company, Product and Target Market/Audience Summary and Presentation Rubric	Point Value
Requirements:	
Describe your product/service in as much detail as possible.	20
Why do think this product will be successful? Use a SWOT analysis or the company's mission, goals, etc. to support your position	20
Write an executive summary of the company and how this product/service will enhance its market position and or fits with its mission, goals, etc.	10
Who is the target audience for this campaign? Be as specific as possible.	20
Develop an initial list of potential media that you plan to use to reach your target market(s).	10
Create and deliver a presentation to the class describing your company, product, target market and initial media selections.	20
Total Points	100