Create and design an actionable integrated marketing communications plan for the organization you[**SELECTED**](https://calbaptist.blackboard.com/webapps/assignment/uploadAssignment?content_id=_2494501_1&course_id=_58982_1&assign_group_id=&mode=view#15174860).  Demonstrate the strategy behind the campaign as well as how the strategy will be[**APPLIED**](http://s.iktmmny.com/click?v=VVM6MTA4MjU1Ojk5NTA6YXBwbHk6OTk2NjU3NzZhYTVhYTBjNGVlMGE5NzBiMjI4YmRjMGM6ei0wLTg3NzY4MTE0OmNhbGJhcHRpc3QuYmxhY2tib2FyZC5jb206MzE2NzY0OjA6YTA4ZmI1NWEyMGMyNDRlMThkNjUyYzg2OTc5N2QwMDA6MTpkYXRhX3NzLDcyOHgxMzY2O2RhdGFfcmMsMTtkYXRhX2ZiLG5vOzo0NDA0OTIy&subid=g-87768114-94c8e0213cdc4445a9f05e7f6bcc3571-&data_ss=728x1366&data_rc=1&data_fb=no&data_tagname=A&data_ct=link_only&data_clickel=link&data_sid=15275daa6faba95516415c4cce90e90c) (i.e. through the purchase of media placement and the creation of marketing communications.) Utilize research to support your recommendations. The plan should include the identification of **specific actions, the costs associated with taking those actions, and a timeline for executing each**[**STEP**](http://s.iktmmny.com/click?v=VVM6MTA4MjU1Ojk5NTA6c3RlcDpjMjZlNjI4OTcwOWM2MmI1ZGY3OTA4MTM0ZDZmOWU2Yzp6LTAtODc3NjgxMTQ6Y2FsYmFwdGlzdC5ibGFja2JvYXJkLmNvbTozMTY3NjQ6MDoyMGRkZWYzOGY2Yjg0NmEyYTAzZTBhZGYxNWZmMjY1YzoxOmRhdGFfc3MsNzI4eDEzNjY7ZGF0YV9yYywxO2RhdGFfZmIsbm87OjQ0MDQ5ODc&subid=g-87768114-94c8e0213cdc4445a9f05e7f6bcc3571-&data_ss=728x1366&data_rc=1&data_fb=no&data_tagname=A&data_ct=link_only&data_clickel=link&data_sid=15275daa6faba95516415c4cce90e90c)**of the plan.**(SLO 6.1) In addition, the[**STUDENT**](http://s.iktmmny.com/click?v=VVM6MTA4MjU1Ojk5NTA6c3R1ZGVudHM6Y2JjYjJhMzNlMmIzYzgyOTQxMWZkYTk3N2I1NDBkNjc6ei0wLTg3NzY4MTE0OmNhbGJhcHRpc3QuYmxhY2tib2FyZC5jb206MzE2NzY0OjA6ZDEzZmRiNzg5YzljNGM4ZTg5NTNkYjAzODcyMmI0MWI6MTpkYXRhX3NzLDcyOHgxMzY2O2RhdGFfcmMsMTtkYXRhX2ZiLG5vOzo0NDIxMDY2&subid=g-87768114-94c8e0213cdc4445a9f05e7f6bcc3571-&data_ss=728x1366&data_rc=1&data_fb=no&data_tagname=A&data_ct=link_only&data_clickel=link&data_sid=15275daa6faba95516415c4cce90e90c) must[**SUBMIT**](http://s.iktmmny.com/click?v=VVM6MTA4MjU1Ojk5NTA6c3VibWl0OmQ3MzNhNzI4MDNkZWZlODcxOTAxOGM4ZjZkMWY1NTA1OnotMC04Nzc2ODExNDpjYWxiYXB0aXN0LmJsYWNrYm9hcmQuY29tOjMxNjc2NDowOjJiNjgxMzVmMzM0OTQxYTZiNjBiMmExOGMwZTNkOWIwOjE6ZGF0YV9zcyw3Mjh4MTM2NjtkYXRhX3JjLDE7ZGF0YV9mYixubzs6NDc2MTg2OA&subid=g-87768114-94c8e0213cdc4445a9f05e7f6bcc3571-&data_ss=728x1366&data_rc=1&data_fb=no&data_tagname=A&data_ct=link_only&data_clickel=link&data_sid=15275daa6faba95516415c4cce90e90c) (at least) three out of the following items:

* 1 print advertisement (the media and cost should be identified in the plan)
* 1 digital advertisement (the media and cost should be identified in the plan)
* 1 press release (the targeted media and cost should be identified in the plan)
* A website schematic (the costs should be identified in the plan)
* 1 piece of collateral related to an alternative or direct response marketing technique (costs and a strategy for the collateral should be identified in the plan.)