St. Patrick’s Day Marketing Activity

By now you should know the general idea of marketing. To apply what you have learned imagine yourself as head of marketing for a small novelty store that celebrates St. Patrick’s day all year long. Your boss wants to expand the product line from small trinkets into items that people can use. You have free reign on what to produce. However by the end of the day, your boss wants to know which direction you are leaning. Answer the following questions below:

What is the product you are wanting to produce for the store: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Research other products that are similar from rival stores and set a price for the product:

Rival Stores: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Prices: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Price:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your store has a lot of foot traffic on a daily basis, where in the store would you like to place this new product, why did you choose that spot?

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Last, the most important thing regarding this product is letting people know that we now sell the product. We have a spot in the weekly business magazine that is distributed to all the people in the surrounding areas. Using printer paper, draw the new advertisement for the product. Make sure to provide some details on the product such as price, function, and anything else you feel will help sell the product.