

BSBMKG434 - Promote products and services

Assignment

Task 1

Promote at three (3) products or services.

For Each product or service:

- identify the context for the promotional activities, including:
 - any relevant legislation and regulations that may apply
 - How does it relate to the organisation's goals & objectives
 - budget and timelines
 - marketing needs and, if defined, marketing plans – is there a demand for your product, who would buy it ?
 - objectives of the promotional activities, what is the aim ?
- consult with relevant stakeholders to plan promotional activities to meet objectives, budget and timelines
- coordinate promotional activities including:
 - obtaining relevant resources and promotional products
 - show an example of marketing material (flyers, social media posts, etc)

Task 2

- After 1 week, analyse the data and metrics (eg sales, etc) to evaluate the effectiveness of promotional activities and make recommendations on future directions of promotional activities of these products/services.