Project Assignment: Using your knowledge of marketing and the promotional mix, students will research five **different** companies that use the assigned aspect of the promotional mix.

Description: Each team will randomly choose an aspect of the promotional mix. For that category, each team will identify, research, and explain how five different companies use that piece in their marketing strategy. Requirements for this project:

* Detailed description of the area of the promotional mix (advertising, personal selling, public relations, direct marketing, and sales promotion). Don’t just give the definition from the book. Explain as is we have **never** heard the term before.
* Company description for each (don’t assume the reader knows what they do).
* Evidence the company uses this area of the promotional mix (visuals, articles, etc.)
* List of sources from which you gathered the information.

Team: The team will be made up of three people; however, there will only be one grade for this project, so all students will receive the same grade.

Resources: Your selection of resources should reflect sophisticated, academic writing and analysis. If you are uncertain as to whether a particular source is appropriate, ask me.

Guidelines: Based on your research, produce a powerpoint presentation (other presentation media are also welcome) detailing your analysis of the promotional mix topic. Ensure there is a solid introduction. Points will be deducted if your team starts the presentation “we had (or did) personal selling”.

Documentation: A full bibliography is required for this project. All sources (including photos and videos) must be cited. A works cited page within your presentation is an acceptable method of documentation.

Grading: Students will be provided with a rubric that will be used to assess this project.

Due Date: Projects must be submitted at the beginning of class on Wednesday January 14th, 2015. Students will be required to present their projects to the class as a component of the grade for the project.

**Projects that fail to meet this deadline will be subject to a penalty of 10 points per day late. If you are absent from school the day the project is due, ensure your partners have your work for the deadline.**