

Name _____

Date _____

Honors College Marketing Summer Assignment 2017 Marketing and Consumerism Cereal Box Project

This will be an individual project.

Goal: Using the Internet, PowerPoint, and programs of your choosing, students will create a cereal box using the Marketing Mix. Students will use PowerPoint to deliver the information and “sell” us their unique breakfast idea. You will also make a physical representation of your packaging. You are not limited to cereal. However, it must be a breakfast item that fulfills the parameters of the project.

Before You Begin: You must select one idea and have it approved by Mrs. Meagher. Write it here _____ and have her sign here _____.

Part I: PowerPoint: Include the following:

1. Slide 1: Introduction (Name of Cereal and First and last name on slide)
2. Slide 2: Product: Describe packaging, the flavor(s), the slogan (What is it? What does it look like? What does it taste like? How do you eat it?)
3. Slide 3: Price: How much? Why? You MUST have TWO other prices of similar cereals and explain why this is your price point.
4. Slide 4: Place: Where are you going to sell it? When? (Can be places other than grocery store to expand your market. Be CREATIVE!)
5. Slide 5: Promotion: How are you going to advertise? Are you going to offer coupons? Maybe a mascot? How are you going to get your name of cereal out there? Be creative!
6. Slide 6: Who is your target market? Kids? Adults? Boys? Girls? Why?
7. Slide 7: Closure. Thank you and websites used

PowerPoint Presentation:

1. Interesting & entertaining, which means it includes some text (MAIN IDEAS) and lots of pictures/clipart.
2. A minimum of ONE picture/clipart must be used on each slide.
3. Contain material and graphics appropriate to school policy

Part 2: Create Your Own Cereal Box

May use Microsoft Word or another program of your choosing. May use an existing cereal box and cover it up with your logo and brand name. Again, doesn't necessarily have to be a box for the packaging since it just needs to be a breakfast item. Packaging must have:

1. Logo
2. Slogan
3. Be Colorful and Unique
4. Look as if it took time to complete
5. At least one promotion on the packaging

Projected due date:

1. Presentation date to start October 5th, 2016
 - a. EVERYONE must be ready to present then
 - b. I will pick names at random
2. Will also be worth TWO classwork grades
 - a. On the 29th you should be done with at least 4 slides
 - i. If you are this point you will receive a 100 for the classwork grade
 - ii. If you are not, the percentage complete will be reflected in your grade
 - b. On the 4th all but 1 slide should be done and you should be practicing to present and working on your cereal box.
 - i. Same as above

Grading: 100 points as listed below (Project/Test Grade)

Item	Requirements	Total Points	Your Score
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PowerPoint Content	Contains all required information (Pts Vary) <ul style="list-style-type: none"> ● Slide 1: Introduction (Cereal and your First and last name on slide) (6 Points) ● Slide 2: Product (Slogan, Logo, Packaging, how you eat it, and flavors) (10 Points) ● Slide 3: Price (How much and why in comparison to two other cereals) (6 Points) ● Slide 4: Place (where and when) (6 Points) ● Slide 5: Promotion (How are you advertising? What promotions will you use to get people interested) (10 Points) ● Slide 6: Target Market (Who and why) (6 Points) ● Slide 7: Closure/Resources (6 Points) 	50	_____
Cereal Box Content	Cereal Box Included <ol style="list-style-type: none"> 1. Logo 2. Slogan 3. Colorful and Unique 4. Look as if it took time to complete 	30	_____
Presentation	Entertaining & Interesting	5	
Delivery	Delivered with enthusiasm and looked at audience when delivering (5) Were courteous to others while they presented (5)	10	_____
Responsible	Did not have to have rubric replaced	5	_____
Score	Total points	100	_____