Your Task:

Analyze a text of your choice from the articles provided. In one page minimum/ two pages maximum, you will discuss current marketing strategies and apply them to your new business.

Details:

1-2 pages; typed; 12-point font; 1-inch margins; double spaced

Two paragraphs minimum

Discuss this enduring problem to every CEO of a startup business.

* + You are the Chief Executive Officer (CEO) of your new startup business. You need to develop a Marketing/ Advertising strategy in order to get your business off the ground.
	+ You need to identify: (Paragraph one)
		- Your business
		- What are you producing?
		- What type of marketing strategy would you use to advertise your business?
		- How would you advertise your business? (provide specific examples from class discussions or class notes)
	+ In paragraph two, you will:
		- Identify and discuss the type of marketing strategy you have read.
		- Discuss it strengths and/ or weaknesses and if there is a weakness, how could you help fix the weakness?
		- Why would you choose this professional group to market or advertise your product?
		- Your essay must include one quote or fact from the article you read, and it needs to be properly cited.

Articles:

MLB - “How Major League Baseball can fix its attendance problem with better marketing” T. Maxwell

NFL: “How is the NFL Advertising game changing”

NASCAR “Here’s what it costs to sponsor NASCAR”

Fashion – Converse “Converse Marketing Strategy – How Converse positions itself boldly, against boring shoes” V. Veerasamy

PGA - “PGA Tour tees up “more than golf” millennial marketing strategy” R. Gray