

ASSIGNMENT

1. Choose an organization with which you would like to work for. Visit their website and try to determine their use of marketing communication tools and media. How could their mix of tools and media be improved.
2. You have been appointed as marketing assistant at an organization producing personal care products. You have been asked to prepare notes by your marketing manager to be used by her at a conference. She is concerned that too much of broadcast media is being used and new media is being ignored by their organization's advertising agency. Prepare notes that discuss the advantages and disadvantages of both new media and traditional broadcast media in the context of the soft drink market. Also make justified recommendations concerning the type of media the company might adopt when it wishes to launch a new brand. Select a certain category of consumer products and consumer durable products. Find out the different types of consumer sales promotion tools and trade promotion tools used by them. Analyze and present your findings.

Identify an appropriate media mix for the following products:
Mosquito repellent Car rental service "Don't Drink and Drive"
campaign by the government Hybrid car