

**PROJECT: Marketing Dippin’ Dots Cereal**

***OBJECTIVES:*** Analyze target markets based on different consumer generations

Design a promotion and distribution plan for a new product – Dippin’ Dots Cereal

***TN STATE STANDARDS:*** Supply Chain as a Component of Marketing – Examine the marketing mix and the 4 P’s of Marketing with a focus on promotion and distribution

***MATERIALS:*** Dippin’ Dots Cereal: Banana Split and Cookies-and-Crème

Project-Marketing Dippin’ Dots Cereal PowerPoint

Article – *Profiles of the Five Consumer Generations*

Project Worksheet

***SOFTWARE:*** MS Word 2016

MS Publisher 2016 or Canva.com

***DUE DATE:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***GRADE*:** 100 points (counts as a Project grade)

Project Rubric (attached)

***INSTRUCTIONS:***

1. Review “Project-Marketing Dippin Dots Cereal” PPT
2. Read article – *Profiles of the Five Consumer Generations*
3. Taste test the 2 cereals and decide which cereal should be promoted to which consumer generation
4. Complete the project worksheet – decide on 2 consumer generations you will focus on
   1. Create and complete the project worksheet on MS Word 2016
   2. Print your project worksheet
5. Design 2 posters for each of the consumer generations selected using MS Publisher 2016 or Canva ([www.canva.com](http://www.canva.com) ). Make sure your posters are appropriate for the specific consumer generation.
6. Email your posters to [kavasschs@gmail.com](mailto:kavasschs@gmail.com) so they can be presented to the class for evaluation

|  |  |  |
| --- | --- | --- |
| **PROJECT RUBRIC** | | |
| **CATEGORY** | **POSSIBLE**  **POINTS** | **POINTS**  **ASSIGNED** |
| **Research**   * Includes all information requested * Well-researched and accurate material * Proper grammar, spelling, and punctuation | 40 |  |
| **Use of Software**   * Used assigned software * Required elements are included * Visual appearance and output – clear and easy to read | 30 |  |
| **Presentation**   * Organized and presented clearly * ALL group members participated * Followed required format * Visually appealing | 20 |  |
| **Instructions**   * Followed all instructions * Turned assignment in on time | 10 |  |
| **TOTAL POINTS ASSIGNED:** | |  |







