

Name:

Date:

Class:

Developing Marketing Strategies

Develop the product, price, place, and promotion strategies for your Nike shoe design. These strategies should appeal to your selected target market. Remember, each P of the marketing mix is interdependent and must work together cohesively to be successful.

Product Strategies

1. State the name of your new shoe design that fits the Nike corporate brand.

Answer:

2. List the features and benefits of your new Nike shoe design.

Answer:

3. Sketch a design of the packaging. Be sure to include the Nike's logo and other necessary information such as the shoe size. You may choose to design your packaging on a separate piece of paper and staple to this sheet before submitting, or you may choose to design your packaging digitally using online resources or a type of graphic design software, if available. Confirm your process and submission location with your instructor before doing so.

Answer:

4. Explain how the new shoe is a good fit for, or will even help grow, the Nike corporate brand.

Answer:

5. Discuss how these product strategies appeal to the target market.

Answer:

Product Strategies

1. State the price of your new Nike shoe.

Answer:

2. Explain how you determined the selling price (for example, cost-based pricing, competition-based pricing, or demand-based pricing).

Answer:

3. Determine any pricing techniques you recommend using when selling your new shoe.

Answer:

4. Discuss how these pricing strategies appeal to the target market.

Answer:

Place Strategies

1. Summarize where the new Nike shoe will be sold.

Answer:

2. Identify where you recommend the new shoe be displayed within stores where it is sold.

Answer:

3. Describe the channel of distribution that will be used.

Answer:

4. Discuss how these place strategies appeal to the target market.

Answer:

Promotion Strategies

1. List and describe at least three traditional and three digital methods to effectively advertise your new Nike shoe. Explain your choices.

Answer:

2. Using appropriate technology and design techniques, create one traditional and one digital advertisement for your new shoe. You may choose to design your

advertisements on a separate piece of paper and staple to this sheet before submitting, or you may choose to design your advertisements digitally using online resources or a type of graphic design software, if available. Confirm your process and submission location with your instructor before doing so.

Answer:

3. Identify any sales promotions, such as contests or displays, that may be used to persuade the target market to purchase the new Nike shoe.

Answer:

4. Describe how public relations activities can be used to promote the new shoe.

Answer:

5. Summarize how effective personal selling tactics can help generate sales quickly for the new shoe.

Answer:

6. Discuss how these promotion strategies appeal to the target market.

Answer:

7. Outline how you would promote your shoe design using social media. Explain how you could conduct a market test to measure the effectiveness of your digital promotions, including the KPIs used to measure success.

Answer: