



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Assignment 1: Campaign Brief

Due Week 3, Sunday midnight of your time zone (Weight: 10%)

"In a busy marketplace, not standing out is the same as being invisible."

Seth Godin

Overview

In this assignment, you assume the role of Director of Marketing at a Fortune 500 company. The Chief Marketing Officer (CMO) has asked you to prepare a Campaign Brief to use at the executive team meeting. A brief is similar to a memo but, whereas a memo is mainly informative, a brief recommends a course of action and therefore it has a persuasive tone. Your brief in this case will focus on the product or service that you have chosen to promote in your Marketing Campaign in this course.

The purpose of the Campaign Brief is to summarize your market research thus far and to present your strategy for marketing your product or service. Since the CMO and executive team are busy, high-level stakeholders, a brief is an appropriate vehicle to keep them informed without taking up too much of their time. To meet this goal, your Campaign Brief will be short and concise – only two to three pages long.

Leverage what you have learned in the first three weeks of your marketing course, including the textbook readings, Week 2 Lecture Notes, articles, videos, and external resources. You will also need to conduct additional online research to be able to complete this assignment. This assignment provides you with a practical application of the ideas you have been studying and useful preparation for Assignment 2.

Note: you are encouraged to attend the tutorial for this assignment. Instructions can be found in the assignment module in Blackboard.

Instructions

Use the *Assignment 1 Template* provided in your course shell. The headings below mirror the sections in the template and provide you with some detailed prompts for each section. Respond to all the prompts and questions below to ensure that you include all required content in the assignment.

HEADER

- In the header area, enter the due date, your name, and the name of your product or service

A. PRODUCT OR SERVICE

- Briefly describe the product or service you have selected for your marketing campaign. Explain its basic or core functionality in satisfying a customer need.
- What are key features of your product or service? Be brief, but provide context. For example, use the format **"Feature:** Brief description of the feature and its benefits."

© Strayer University. All Rights Reserved. This document contains Strayer University confidential and proprietary information and may not be copied, further distributed, or otherwise disclosed, in whole or in part, without the expressed written permission of Strayer University. This course guide is subject to change based on the needs of the class.



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

B. BUYER PROBLEM

- What consumer “need” does your product or service address?
- What are the core results your buyers are seeking?

C. TARGET AUDIENCE

- What are the key demographics and characteristics of your target audience for this campaign?
- Is your target audience one segment, or should it be divided into two or more segments? If so, what are those two or more segments?

D. VALUES AND BELIEFS

- What are the top two or three underlying values and beliefs that you will target for this campaign?
- For each value that you have listed, provide a short description
- How can your campaign connect the product or service to the values of its buyers?

E. MARKETING MESSAGE

- What are the top three differentiators (points of difference) that distinguish your product or service from similar offerings sold by your competitors?
- For each point of difference that you have listed, provide a short description
- Write a short value proposition for this campaign in a manner that is engaging but succinct.

F. REFERENCES

- You should conduct research so that you will be knowledgeable on your target market, segmentation and other critical factors in developing a sound plan.
- You must cite the reference in the body of the brief, using the JWMI Writing Standards Guide, placing a (1), (2), (3) within the text that then aligns to the references.
- Citations are required for any references to market data or third-party sources.

Campaign Brief Formatting Requirements

- Typed, using a professional font (size 10-12)
- Use the *Assignment 1 Template* provided in the course shell
- Do NOT include a Cover page, as this is a professional brief and not a paper. Instead, use the spaces that are provided for your name, the date, etc. in the template.
- References must be included and provide information that enables the reader to locate the original source. Application and analysis of course materials and resources are expected, and additional research is welcome.
- Your Campaign Brief should be **two to three** pages in length, including your References list.

© Strayer University. All Rights Reserved. This document contains Strayer University confidential and proprietary information and may not be copied, further distributed, or otherwise disclosed, in whole or in part, without the expressed written permission of Strayer University. This course guide is subject to change based on the needs of the class.



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

Rubric – Assignment 1

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
1. Describes the product or service and the buyer problem it addresses. Weight: 25%	Does not or unsatisfactorily describes the product or service and buyer problem.	Partially describes the product or service and buyer problem.	Satisfactorily describes the product or service and buyer problem.	Completely describes the product or service and buyer problem.	Exemplarily describes the product or service and buyer problem.
2. Describes the target audience and their top 2 or 3 values or beliefs. Weight: 30%	Does not or unsatisfactorily describes the target audience and their top 2 or 3 values or beliefs.	Partially describes the target audience and their top 2 or 3 values or beliefs.	Satisfactorily describes the target audience and their top 2 or 3 values or beliefs.	Completely describes the target audience and their top 2 or 3 values or beliefs.	Exemplarily describes the target audience and their top 2 or 3 values or beliefs.
3. Describes the top 3 differentiators and creates an effective value proposition for the campaign. Weight: 30%	Does not or unsatisfactorily describes the top 3 differentiators. Does not create or creates an ineffective value proposition for the campaign.	Partially describes the top 3 differentiators. Creates a minimally effective value proposition for the campaign.	Satisfactorily describes the top 3 differentiators and creates an effective value proposition for the campaign.	Completely describes the top 3 differentiators and creates a strong and effective value proposition for the campaign.	Exemplarily describes the top 3 differentiators and creates an excellent and effective value proposition for the campaign.



JWI 518: Marketing in a Global Environment

Academic Submissions and Evaluations

CRITERIA	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. The Campaign Brief follows the template and is free from grammar and spelling errors.</p> <p>References are provided in a manner that enables the reader to identify the sources.</p> <p>Weight: 15%</p>	<p>The Campaign Brief does not follow the template and/or there are numerous grammar or spelling errors.</p> <p>References are not included in a manner that enables the reader to quickly identify sources.</p>	<p>The Campaign Brief follows the template, but there are some grammar or spelling errors.</p> <p>References may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The Campaign Brief follows the template, but there are a few grammar or spelling errors.</p> <p>References are mostly accurate but some may not be included in a manner that enables the reader to quickly identify sources.</p>	<p>The Campaign Brief makes good use of the template and there are almost no grammar or spelling errors.</p> <p>All References are included in a manner that enables the reader to quickly identify sources.</p>	<p>The Campaign Brief makes excellent use of the template and there are no grammar or spelling errors.</p> <p>All References are included in a manner that enables the reader to quickly identify sources.</p>