Marketing Research:

* Identification of target market via demands of consumer
  + High school teachers have a vested interest in making sure students pass accounting, and students not only share said interest but will carry said knowledge into their professional life.
* Analysis of target market via demographic/psychographic elements
  + As this is a learning game, and high school students who elect to study accounting are most likely to
* Analysis of sales and market trends for competition
  + NEED INFO
* ‘Action Research’ from within stakeholder groups (interviews, observations, consultations)
  + NEED INFO

You are required to produce a condensed Marketing Plan for your GDS230 product.

This Marketing Plan should account for:

* **WHAT** is the product
* **WHO** the product is for
* **WHY** this product is required
* **HOW & WHEN** your product gets to your target audience

1. **Project Summary**

* Project rationale (purpose of project execution, product outcomes/objectives)
* Product details (genre, format, aesthetic, delivery, resources required etc.)
* Product features (focusing on stakeholder value - what does this do for your target audience?)
* **Project rationale**  - *An overview of your product*
  + What is the purpose of your product?
  + What are the product outcome(s)?
  + How does the product outcome(s) address the requirements of your target audience?
  + What skills / attributes are identified of your target audience, as part of executing your product?
  + What research/information does it use to achieve these outcomes?
* **Product details** *- Specific granular detail of your product*
  + What is your product type?
  + What is your product genre?
  + What is the visual, aural and kinesthetic aesthetic of your product?
  + How is the product delivered and used by your target audience?
  + What resources are required to run/execute your product to meet the product outcome(s)?
* **Product distinguishing features** *- The unique features your product offers*
  + How effective are the distinguishing features of your product, in the format you have chosen/created it in?
  + What are the products distinguishing features when compared to competitors?
  + What does your products’ distinguishing features do to meet the requirements of your target audience?

**2. Target Audience Rationale**

* Target audience identification (demographic, psychographic)
* Target audience needs/wants/desires inc. sources
* Supporting research of target audience and wider teaching/learning or development skills (eg. National curriculum, stakeholder provided research, stakeholder provided specifications)
* **Project rationale**  - *An overview of your product*
  + What is the purpose of your product?
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  + What skills / attributes are identified of your target audience, as part of executing your product?
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**3. Marketing Strategies**

* Advertising vectors and market reach (format, timing, logistics, support)
* S.W.O.T Analysis (Strengths, Weakness, Opportunities, Threats)
* Product delivery (vector, format, cost, support)
* Support and customer care (testing, iteration, technical support)
* **Advertising vectors and Market Reach**
  + What vectors of communication will you use to reach your target audience?
  + What is the reach / limit of these methods, and how will you mitigate these issues? (diversifying communication, pros/cons...)
  + What are the opportunities for specified target market reach with this product?
* **S.W.O.T Analysis**
  + Strengths - what are the strengths of this product (type, genre, uniqueness, value...)
  + Weaknesses - what are the weaknesses of this product (reach, format, required skills...)
  + Opportunities - What opportunities are present with this product (development of new market, innovation, new best practice...)
  + Threats - what threats are present to your product (cost, competitors, clarity of purpose…)
* **Product delivery & Support**  -
  + How will you product be delivered?
  + How will you support your product in future?
  + What iterative or further development opportunites are there for your product?

**STRENGTHS**

* **Kinesthetic learning benefit**
* **verbal & social interaction value**
* **fun value + educational value**
* **better learning than textbooks**
* **aesthetic quality of game and game objects**

**WEAKNESSES**

* **physical product**
* **multiple players required**
* **rules must be learned to use**
* **high cost of physical goods**
* **guidance required for target audience to play**
* **requires direct marketing**

**OPPORTUNITIES**

* **engage outside target audience eg. parents, teachers**
* **limited competitors that use curriculum based problems**
* **wider marketing to businesses for resale**
* **format offers high learning value vs. textbook**

**THREATS**

* **other games (less educational)**
* **digital games**
* **standard text book learning**
* **direct marketing means limited targeted markets**