**MM575 Advertising Plan Topic: Due Week One**

Complete this form and submit it to the Week 1 Advertising Plan Dropbox. Your instructor must approve your idea, and will give you feedback and suggestions if you need help.m

You have several options when choosing a product or service for your Advertising plan. Consider choosing a new product for a new company (your own) or creating a new product for an existing company. Perhaps you would want to do a product extension of an existing product. You might consider a different approach to marketing an existing service. You can target to consumers or businesses. You may choose a product or service offered by your employer or your own business, or one from another organization. Ultimately, to maximize your learning experience, choose a product or service in which you have an interest and about which you would like to see your product or service come to the marketplace. Make sure there is information available about the industry and target marketing of the product or service you choose.

**ADVERTISING PLAN TOPIC**

Your Name:

Product or Service Idea:

Is your product or service offered by:

\_\_\_\_an existing company?

\_\_\_\_a new company imagined for the assignment?

Explanation:

Who do you think is the target audience?   
(Remember you will need research to confirm this.):

Are similar or competitive products or services available? List or briefly describe a similar product or service: (If your idea has no precedent in the marketplace, consider another idea).

How will your product or service differ from competitors? What is your distinctive competitive advantage?

Do you have questions for your instructor?