

AUD 212.1 Marketing Plan

This template will help you develop a marketing plan for your AUD 212 Studio Project 1, "The Recording Artist". This document should be completed as a group and **evidence of your personal contributions should be clearly noted in your learning journal** (ie. research notes and references).

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1. Defining The Media Asset

Name your product and company

Tagline

Describe your media asset and its stylistic theme, concept or genre in one sentence.

Overview

..... a longer version of the 'tagline'.

In the overview, answer the following questions:

- *What is the media asset?*
- *Who is involved with the project?*
- *What is your product and how will it be built?*

2. Market Research (500 words)

This section should be used to inform you about the current market surrounding your product ideas. It should be used to better inform you of how to proceed in the development and distribution stages of your product.

What sort of products and aesthetics are popular?

What are some existing products that are similar and can be referred to as 'influential material'?

How are these products developed? marketed and distributed?

How are these products marketed and promoted? (videos, give aways)

How are these products distributed? (3rd party companies like splice, personal websites etc)

3. Marketing Strategies

Based on your market research, who is your target audience? Who would use your product and why? - provide citation evidence.

How does this affect your product design?

What mediums will you use to promote, present and demonstrate your product? (ie. website, Splice etc)

If you were to advertise your product, where would be an appropriate location?

4. Product Design

What will your product look like?

How will consumers be able to use and interact with it?

How will consumers be able to access your product?

How will consumers be able to sample your product?

Display visual references for the aesthetics of your product and its marketing tools.

5. References

Must use at least 2 in-text citations referenced using APA7

Eg. Pork sales dropped dramatically worldwide after the release of the film Babe (A 'Babe' Whose Name Will Be Linked Forever with Pigs, n.d.).

A 'Babe' whose name will be linked forever with pigs. (n.d.). The Irish Times.

<https://www.irishtimes.com/culture/a-babe-whose-name-will-be-linked-forever-with-pigs-1.1120258>