**Marketing Your Workplace**

**The 4 P’s of Marketing**

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Goal: Students will thoroughly cover the 4 P’s of Marketing for their workplace.

The 4 P’s of Marketing are Product, Place (Distribution), Price, and Promotion. This project gives you the opportunity to market your workplace by covering the 4 P’s of Marketing. The project involves four parts.

Part 1: Write a 1-2 page workplace fact sheet for the business where you work. This

part of the project should give the reader a greater understanding of what your company does, the company’s target markets, type of business ownership, etc.

Part 2: You must develop a special promotion for your business to attract more business. You must explain the who, what, when, and where of your promotion. Develop a brochure to advertise the promotion.

Part 3: Develop an 8 ½” advertisement for your business that could be used in newspaper advertisements or on a billboard or transportation advertising.

Part 4: Design an attractive “Where I Work Poster.” You must include a picture of you at work., and formal presentation.