

## Marketing Mix Presentation-The 4 P's

Scenario: You have been hired as the president of a movie production company. You have a new movie coming out on either Halloween in October 2019 or Christmas day in December 2019. You and your partner (one partner only) are in charge of creating the marketing mix for your upcoming movie release. You will make a presentation to the board of directors of your company to communicate your marketing mix plans. Please include the following on your presentation:

### Slide 1: Introduction

- Your name and your partner's name
- The name of your movie production company
- The name of your movie

### Slide 2: Movie Information

- Include the name of your movie
- The name of your movie's director
- List your movie's main actors/actresses
- Give a brief description of your movie's plot.

### Slide 3: Movie Poster

- Create a poster that will advertise your movie
- Include pictures that depict the movie/actors/actresses
- Look up movie posters for examples

### Slide 4: Product slide

- List who you think your target market is...be specific!
- Identify the wants of the customers in your target market when they watch your movie.

### Slide 5: Price

- List what you will charge for admission to this movie.
- List what you will charge for a DVD/Blu Ray release of this movie.
- Explain why you chose these prices.

### Slide 6: Place

- Explain how you will distribute this movie to your customers
  - Be creative, think about all of the different ways people watch movies

### Slide 7: Promotion

- List at least 3 ways that you will promote this movie.

### Other requirements:

- This assignment will be worth 100 points (formative category)
  - 10 points for each slide
  - 30 points for giving the presentation to the class
- You must include some sort of picture on each slide. Failure to do so will result in a deduction of points.
- All material in your presentation should be appropriate to share in a school setting.