

Customer Friendly Marketing Campaign

Organize a marketing campaign promoting how your company is customer friendly.

Description

Your company has decided to promote itself as the “Customer Friendly Company.” You have been placed in charge of the marketing campaign for the promotion. You are to design three types of advertisements that will promote customer friendliness to both the employees of the company and its customers. Each of the advertisements should be completed to quality.

1. Design a one-minute advertisement that can be used on radio or television or both, including:
 - a. Name of the company (you may have to make this up).
 - b. What it does (you may have to make this up).
 - c. How the company is customer friendly.
 - d. How being customer friendly is good for the customer.
2. Develop a sign that would be duplicated and posted throughout your company telling employees how to be more customer friendly.
3. Design a one-page press release describing:
 - a. How your company became customer friendly.
 - b. How you recommend other companies become customer friendly.

Submit: One-minute advertisement, sign, one-page press release. **Estimated Hours:** 3.0

Specific Grading Criteria

- One-minute advertisement includes all required parts.
- Sign tells how employees can become more customer friendly.
- One-page press release includes how company became customer friendly.
- One-page press release includes recommendations for being customer friendly.

General Grading Criteria

- Assignment is completed on time and as assigned.
- Directions are followed as they were given and intended.
- Mechanics are correct (spelling, punctuation, grammar, capitalization).

Productivity Skills

- Use of technology is evident.
- Campaign is well planned.
- There is clear evidence of workmanship in preparing the marketing campaign.

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Interacting with Others
 part of the *Life & Employability Skills* series of manuals
 published by TEN SIGMA
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Main Standard Assessed

Workplace Skills, Standard 3: Interact well with others.
 B. Be customer friendly.

Other Standard Assessed

Workplace Skills, Standard 5: Have a plan for succeeding in life.
 B. Set and achieve important goals.

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Student Name: _____ Date: _____

Specific Grading Criteria	12	9	6	3	0
One-minute advertisement includes all required parts.					
Sign tells how employees can become more customer friendly.					
One-page press release includes how company became customer friendly.					
One-page press release includes recommendations for being customer friendly.					

General Grading Criteria	4	3	2	1	0
Assignment is completed on time and as assigned.					
Directions are followed as they were given and intended.					
Mechanics are correct (spelling, punctuation, grammar, capitalization).					

Productivity Skills	Yes	No
Use of technology is evident.		
Campaign is well planned.		
There is clear evidence of workmanship in preparing the marketing campaign.		

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"Goes Beyond" Criteria	12	9	6	3	0
Creativity, extra effort, depth, higher thinking, understanding (specify)					

Total Points