Group Project

Assignment 3a: Media Scheduling

(*Max 6 points - Max. 3 points for each campaign*)

*Please complete Module 3 reading and Module 3 Quiz before working on this assignment.*

Your task is to:

1. Download this document and save as **Assignment 3a GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 3a Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template starting on page 2 of this document.
2. Select one of the three ***media scheduling strategies*** (***continuity, pulsing, flighting***) for each campaign.
   1. Provide arguments why you have selected this specific campaign.
   2. Be specific about when your campaign starts and ends and if you are pulsing and flighting indicate when and why.

*Only assignments returned on this this template and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.*

Point 2

**Select one of the three *media scheduling strategies* (*continuity, pulsing, flighting*) for each campaign.**

* 1. **Provide arguments why you have selected this specific campaign.**
  2. **Be specific about when your campaign starts and ends and if you are pulsing and flighting indicate when and why.**

**CAMPAIGN 1 (Target audience 1)***(Max 3 points)*

Discuss your selection of the media scheduling strategy

**CAMPAIGN 2 (Target audience 2)***(Max 3 points)*

Discuss your selection of the media scheduling strategy