Group Project

Assignment 3b: Preliminary budget allocation for your campaigns

(*You do \*****not\**** *submit assignment 3b. This is your preliminary budget that you will update (in Assignment 5) once you make Media Mix decisions. However, you and your group should start working on it now*).

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

Now that you understand the importance and implications of marketing investments, it’s important to set up your budget specific to the needs of the campaign and the client.

Look back at your campaign goals in assignment 1b (for both target audiences) and what you learned about your target audiences in assignments 2a and 2b.

Your total budget for ***both*** campaigns is ***$700,000***. You will need to decide how you will split this money between the two campaigns. (There might be some parts of the campaign that will target both audiences).

First, look at the example of promotional-mix and budget allocation for a local ice-cream shop:

Example: Promotional-mix and budget allocation for a local ice-cream shop (preliminary budget)[[1]](#footnote-0)

The promotional mix and budget allocation for a local ice-cream shops might be as follows:

| **Promotional Mix Elements** | **Budget Allocated** |
| --- | --- |
| 10%: Direct marketing: email campaigns | $500 |
| 10%: Digital marketing: Web-site messaging update; contest pages, social media | $500 |
| 25%: Advertising: sidewalk sandwich boards, localized digital ads in Facebook | $1,250 |
| 45% Sales promotion: coupons, create-a-flavor contest, sidewalk samples, in-store posters | $2,250 |
| 10%: Public relations: press releases | $500 |
| **Total** | **$5,000** |

Your task is to:

1. Download this document and save as **Assignment 3b GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 3b Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template starting on page 3 of this document.
2. Prepare the preliminary promotional mix and budget allocation for both campaigns (Add rows for each group if necessary).
   1. Brainstorm ideas of what media would be best to use in your campaign.
   2. You need to research how much different promotional mix elements cost and provide references in the ‘comments’ column.

*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.*

Preliminary budget allocation for your campaign

| **CAMPAIGN 1** | | |
| --- | --- | --- |
| **Promotional Mix Elements** | **Budget Allocated** | **Comments:**  **How did you arrive at this number? Provide references** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Add more rows if needed* |  |  |
| **CAMPAIGN 2** | | |
| **Promotional Mix Elements** | **Budget Allocated** | **Comments:**  **How did you arrive at this number? Provide references** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| *Add more rows if needed* |  |  |
| **Total** | **$700,000** |  |

1. Source: Principles of Marketing by Lumen Learning<https://courses.lumenlearning.com/waymakerintromarketingxmasterfall2016/> [↑](#footnote-ref-0)