

# Advertising for Sprint

## BUSINESS

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| OVERVIEW   | The advertising department of Sprint is coming up with a marketing plan for a new Sprint cell phone the Rumor2. Employees need to develop plans on how they will advertise through television, magazine, internet, and radio. Employees will use ReddyNote in order to keep track of projects, create deadlines, and make sure everything is completed on time. The advertising department will then create a presentation to show board members.  |
| OBJECTIVE  | Employees will create an efficient and successful marketing plan to promote the new Sprint cell phone the Rumor2. ReddyNote will help them manage their time wisely keeping them on track.   |
| MATERIALS  | <ul style="list-style-type: none"><li>❖ Internet access</li><li>❖ Computer Lab</li><li>❖ Computer design programs</li></ul>  |
| PROCEDURE  | <ol style="list-style-type: none"><li>1. Employees will research the best ways to promote their new product. Answer questions such as, who is the target audience, how they want to promote it, and where they want to spend the most money?</li><li>2. ReddyNote will be used in order to place deadlines on the project as well as collaborate with one another.</li><li>3. Employees will then design specific examples of magazine, television, internet, and radio advertising examples. Creating several examples to give a variety in ideas.</li><li>4. Employees will then collaborate and choose their top five designs in each of the specific advertising categories.</li><li>5. Then they will design a presentation to show the board members the new marketing plan.</li></ol> |
| EVALUATION | Board members will decide whether or not they like the marketing plan. This will decide whether it is implemented or whether the advertising department needs to go back to create a new plan.   |