



Project and Presentation

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Marketing BUS 221

Fall Semester

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Title of Presentation (23/12/2025)

No.	Title
1	Viral Marketing
2	Guerrilla Marketing
3	Neuromarketing
4	Affiliate Marketing
5	Personalization Marketing
6	Green/Sustainable Marketing

Structure of the presentation



Slide 1 – Title & Introduction

- Seminar title (e.g., Neuromarketing)
- Brief explanation of the strategy
- Why it is relevant today

Slide 2 – Definition & Key Concepts

- Clear definition
- 3–5 key principles or concepts
- Optional simple visual or diagram

Slide 3 – Importance / Benefits

- Why companies use this strategy
- Main benefits: sales, engagement, brand loyalty, awareness

Slide 4 – Tools & Techniques

- Common tools, methods, or platforms
- Real-world examples (logos, images, screenshots)

Slide 5 – Case Study / Real Examples

- 1–2 companies successfully using the strategy
- Include visuals or short clips

Slide 6 – Challenges & Practical Application

- Main limitations or ethical concerns
- Suggest a practical idea or mini-campaign students create

Slide 7 – Conclusion & Key Takeaways

- 2–3 main points for businesses



Project Procedure

The student must prepare the following:

1. New Product Creation

- Create a product (example: drink, snack, small gadget, cosmetic item, household tool, etc.)
- Give it a brand name
- Create a slogan

2. Target Market Identification

Each student must define:

- Age group
- Gender (if relevant)
- Income level
- Lifestyle
- Customer needs

Example

1-

- Product Name: Fresh Burst Orange Juice
- Type: 100% natural orange juice
- Slogan: Pure Energy in Every Sip

2-

- Age Group: 8–45 years
- Gender: All
- Income: Middle-income
- Lifestyle: Health-conscious, students, families
- Customer Needs: Natural, healthy, refreshing

Project Procedure

3. 4P Marketing Mix

Explain the marketing mix for their new product:

Product

Features, design, benefits, packaging.

Price

Price strategy: penetration, skimming, competitive, etc.

Place

Where they will sell it: supermarket, online, kiosks, university shops, etc.

Promotion

- Social media ideas
- Advertisement design
- Sales promotion (discounts, free samples, etc.)



Example

3-

Product

- Features: 100% natural, no sugar
- Benefits: Healthy, refreshing
- Design: 350ml bottle
- Packaging: Eco-friendly

Price: \$1.00 (Competitive pricing)

Place: Supermarkets, schools, online, cafeterias

Promotion

- Social Media: Instagram, TikTok
- Advertisement: Natural, fresh image
- Promotions: Buy 2 get 1 free, samples



Project Procedure

The student must prepare the following:

4. Mini SWOT Analysis

Each student must include:

- Strengths
- Weaknesses
- Opportunities
- Threats

5. Advertisement Idea (1 slide or 30 seconds)

- Can be a simple mock-up
- Hand-drawn or digital
- Must include slogan + image + message

Example

4-

- **Strengths:** Natural, healthy
- **Weaknesses:** Short shelf life
- **Opportunities:** Health trend growing
- **Threats:** Strong competitors

5-

- **Concept:** Refresh Your Day the Natural Way
- **Slogan:** Pure Energy in Every Sip
- **Visual:** Orange juice bottle with bright background

Prepare the project and present it on 16/12/2025.