

Assignment: 21. Project: Public Relations P

Goal: Create a public relations campaign for a fictitious food product

Throughout this lesson, you've been writing down ideas for a PR campaign for a food product that you've invented.

In this assignment, you're going to develop your ideas in more detail.

1. Describe your product idea.
2. Describe who you think the target audience should be.
3. Describe the kinds of market research you will conduct, including surveys, focus groups, and ethnographic research.

4. Explain *why* you made these market research choices.

5. Describe in detail the elements of your media campaign.

a. What are two media outlets that you want to contact?

b. What information will you include in the press release?

c. Describe two promotional events you plan to create.

d. Explain three ways you will use the Internet to market the product.