
Unit 10 Product and Service Management

Marketing Internship Project Worksheet

Directions Playing video games has become all the rage with children and young adults. Couple the enthusiasm for video games with pet lovers and you have a magical mix. At least that is what your company is banking on. You have been given the task of designing a video game for pet lovers and preparing a marketing plan for it. To accomplish this task you must conduct research in order to provide the necessary rationale for the game and your recommendations for marketing it. After preparing the written report you will give an oral presentation to the company's executives. To help you organize your report, answer the following questions:

1. Who will be the target market?
2. What political, economical, social, and technological factors should be considered?
3. What are the strengths, weaknesses, opportunities, and threats entering this market?
4. What Web sites carry a large array of online games for the two target markets?
5. What features or activities are important in video games?
6. How will your game be different from other video games?
7. What are the premise of the game and goal of the players?
8. What should be the game's price?
9. Where is the best place to sell the game (i.e., retail stores, online, to another company)?
10. What is the promotional plan for the game?
11. How will you test the game before going to market?
12. What are your recommendations for implementation of the marketing plan?
13. How will you evaluate the effectiveness of your marketing plan for the new game?
14. What visual aids do you need for your oral presentation?