

Emma Vestal

Speice

ISM - 4B

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Introduction and Statement of Purpose:

For my final product, I will focusing on the marketing aspects of theatre as marketing and public relations are what I want to pursue as a career. Through conferencing with Mr. Speice, he came up with the brilliant idea of me creating a marketing plan for the show that I wrote for my original work. This was a turning point in my ISM experience because I am now able to do something that I am interested in, as well as tying my entire year together. I have begun my marketing research so that I know what exactly I need to do for the final product as a whole. The actual product will be two posters, a playbill cover, and a t-shirt design for my show. I need to decide exactly what I want to incorporate on all of my posters to draw audiences in. The point of doing all of this is to see if I enjoy marketing and getting my foot in the door with advertising. This is what I'm doing for my major, so this will be a great introduction.

Review of Skills and Research:

The research and skills that I will be using for my final product are going to be obtained while I'm creating it. This is an interesting and unique case considering that I haven't yet acquired the skills that I need to create the product itself. This is exciting so that I can learn more even as I am doing my final product.

I will learn how to completely and accurately utilize some forms of graphic design, as well as what it takes to make a great marketing plan. I know that this is something that is out of my normal area of expertise, but I am so interested in this and I want to try it for my future. I will be able to see if marketing is something that I feel like I can go into after practicing with it for the next couple of months.

Methodology:

I have begun conducting research. This is inevitably the most important step. After I finish conducting research, I'm going to begin my rough drafts for all of the different products. Then, I will take those and show them to Mrs. Shurr for her to revise and edit it. Then I will create the final products, and print them full scale to present at final presentation night.

Materials:

The only materials that I need are my computer and then the final printed products. Everything can be researched and created on my computer.

Conclusions:

As I finish my final product, I know that I will come out of this knowing so many new and different things. I hope to have a very successful product that will make people want to come see the show that I worked so hard to create. I want to draw attention to mental illness and suicide, and I think that I will be able to do that through my marketing plan. I know that ads, billboards, magazines, and social media have so much affect on so many people. I want be able to figure out how to be most effective with marketing so that I can market for things that truly matter.

Product Calendar:

1. Research marketing plans
2. Research persuasive methods, more importantly with theatre
3. Begin drafts of different promotions
4. Revise and edit promotions
5. Do a final product of promotions
6. Print final promotions

