# 252194 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### In Your Groups

Discuss what the following aspects of the marketing department would be:

What would the targeted age group be for this marketing exercise?

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What will the parameters be for the marketing department with regards to the use of materials for the marketing process?

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In two short paragraphs, describe an acceptable marketing campaign for the product, and then describe what would be unacceptable marketing for this product.

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### Formative Assessment 2

#### In Your Groups

Make use of the Learner Hand-out and draw up a “draft” marketing plan in your groups. You need not draw up the entire plan, but just the section where the standards required from the campaign and staff, are explained.