

Name: _____

Class Period: _____



Sports Career Consulting: Industry Trends– Themed-Sneaker Activity Rubric

For this activity, you will:

- Submit a completed outline or plan for the creation of a new themed sneaker
- Present a marketing plan for the launch of the new sneaker

Themed Sneaker Activity Categories

1. Brand	20	<ul style="list-style-type: none"> • Which brand are you representing and why? • What will be the featured theme or collaboration?
2. Product a. Describe the product b. Theme or collaboration?	20	<ul style="list-style-type: none"> • Quantities available? • Manufacturing costs • Design elements / inspiration / product description • Packaging
3. Target Audience a. Market segmentation strategy	20	<ul style="list-style-type: none"> • Identification of target consumer • Why target this consumer group? • How to reach this group? • Why will this group want this sneaker?
4. Pricing Strategy a. Cost of Production b. Price point c. Projected Demand / Sales forecast	20	<ul style="list-style-type: none"> • Direct production costs • indirect costs • selling price
5. Promotion Strategy a. Promotion Mix b. Advertising / Public Relations c. Social media d. Media	20	<ul style="list-style-type: none"> • Advertising / PR • Social media • Promotion Mix • Media
6. Customer Service a. Service strategy	20	<ul style="list-style-type: none"> • Will you allow returns? • How will you respond to consumers who weren't able to purchase the product because of limited inventory?
7. Distribution Strategy a. Channels	20	<ul style="list-style-type: none"> • Where/Location? <ul style="list-style-type: none"> ○ Online? Retail? Both? ○ Geographical markets
8. Conclusion	5	Conclusion
9. Technical Elements	5	PPT, Outline, Table of contents
10. Presentation	50	PPT presentation of key elements, product inspiration, distribution strategy, how consumers will know about the release and why they will want it!
SCORE		