

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