**Name:**

**Class Period**: \_\_\_\_\_\_\_\_\_

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| **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 |

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| **Themed Sneaker Activity Categories** | | |
| 1. Brand | 20 | * Which brand are you representing and why? * What will be the featured theme or collaboration? |
| 1. Product   a. Describe the product  b. Theme or collaboration? | 20 | * Quantities available? * Manufacturing costs * Design elements / inspiration / product description * Packaging |
| 1. Target Audience    1. Market segmentation strategy | 20 | * Identification of target consumer * Why target this consumer group? * How to reach this group? * Why will this group want this sneaker? |
| 1. Pricing Strategy    1. Cost of Production    2. Price point    3. Projected Demand / Sales forecast | 20 | * Direct production costs * indirect costs * selling price |
| 1. Promotion Strategy    1. Promotion Mix    2. Advertising / Public Relations    3. Social media    4. Media | 20 | * Advertising / PR * Social media * Promotion Mix * Media |
| 1. Customer Service    1. Service strategy | 20 | * Will you allow returns? * How will you respond to consumers who weren’t able to purchase the product because of limited inventory? |
| 1. Distribution Strategy    1. Channels | 20 | * Where/Location?   + Online? Retail? Both?   + Geographical markets |
| 1. Conclusion | 5 | Conclusion |
| 1. Technical Elements | 5 | PPT, Outline, Table of contents |
| 1. 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** |  |  |