Marketing Coordinator Exercise  (PART 1 of 2)

Turn in this exercise along with your application, resumé and references.

For this exercise you will be completing a comprehensive marketing plan for an upcoming show. Details for the show are as follows:

  Artist: The String Cheese Incident

  Venue: George and Jane Dennison Theater

  Date: Thursday October 15 2015

  Doors: 7PM    Show: 8PM

  Ticket Price: $35 Advance / $40 Day of Show

  Tickets will be available at all GrizTix locations

Information about the artist can be found at: www.stringcheeseincident.com

Your budget to market this show will be $3000

Documents that should be included in your submitted exercise:

  • Press Release (written by you)
  • Marketing Plan (including all paid and unpaid ideas)
  • Budget with expenses
  • Timeline
  • Explanation of any unique ideas used to market the show

We will review this exercise with you in the interview.

Good luck!