Marketing Coordinator Exercise  (PART 2 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:  Ralphie May

Venue: George and Jane Dennison Theater

Date:  Friday October 30, 2015

Doors: 7PM  Show: 8PM

Ticket Price:  $28 Advance / $32 Day of Show

Tickets will be available at all GrizTix locations

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

Your budget to market this show will be  $5500.00

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!