Marketing Coordinator

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

Part One:

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

Artist: Dave Chappelle
Venue: George and Jane Dennison Theater
Date: June 18, 2016
Doors: 6:30pm
Ticket Price: $40
Tickets will be available at all GrizTix locations.

Information about the artist can be found at:
imdb.com, search Dave Chappelle

..And many other locations on the internet.

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!!