

Marketing Materials Outline

*This is a guide to help you complete the Marketing Materials task. Either upload a photo of this or else produce each part digitally and upload through the Student Resources page. You need to create **at least one** unique piece of marketing.*

Marketing Collateral

Select from the following list

- Video Marketing (Television Commercial / YouTube / etc.) which cannot be longer than 60 seconds.
Requirements: Upload to YouTube, then submit the YouTube link in a document via the Resources website.
- Audio Advertising (Radio Advertising / etc.) which cannot be longer than 30 seconds.
Requirements: Upload MP3 to the Resources website
- Website which must be viewable to the public.
Requirements: Upload a link to the Resources website
- Printed Material (Poster / Flyer / Brochure / etc) which cannot be larger than A4 in size.
Requirements: Upload the design to the Resources website
- Email Newsletter
Requirements: Export as a PDF and upload to the Resources website
- Newspaper Article or Story which cannot be larger than A4 in size.
Requirements: Upload the document to the Resources website