

## Exercise #4 Game Plan

In this exercise, you will practice planning marketing strategies for a program.

Address the marketing issue in the scenario provided in the PowerPoint. Use the space below to list three strategies you would implement one month before the program and list one or two that you would do the week of the program. Use the back of the page, if necessary.

Be ready to share your response with the class.

A. One month before the program:

1.

2.

3.

B. The week of the program:

1.

2.