|  |  |  |
| --- | --- | --- |
| Unit 4 DB format   |  |  |
| Greetings students,You’re almost close to entering that elite class of scholars who hold an MBA degree. So let's finish these last two weeks STRONG! Unit 4 we will be creating the marketing mix for our product as we decide how to get it to market and what will be the price point?**Please follow the format for submitting your assignments, PENALTIES will be enforced this week...no more grace period.****Unit 4 DB** - **400-600 words email**. We must help Michelle decide which type of media will be best for MM's new product. Your choices are either: high tech / digital promotional tools, traditional tools, and/or both.Choose either high tech / digital or traditional promotion or a mixture of both promotional tools. **However, in your opening sentences state your preference of choice and then support it throughout the remainder of the email.****High tech / Digital promotions:**1. Internet,
2. Social Media,
3. Blogs etc..

**Traditional promotions:**1. T.V.,
2. Radio,
3. Newspaper,
4. Magazines
 |