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| 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 | | |