

CALE-JR-MM-OFFSITE LEARNING PACKET 2 – 20 POINTS

Instructor John Cale

Program/Class MM - Seniors

State Indicator/Competency:

5.5.11 Set marketing goals, objectives and budget to achieve corporate goals and objectives.

10.1.8 Track achievement of goals and objectives using benchmarking techniques and internal information.

Instructional Objective(s):

This lesson focuses on setting objectives

Materials:

Attached

Method of Instruction:

Discovery

Q&A

Activities:

Students will identify the parts of an objective using the information provided

Assessment:

Students will submit their completed responses

INSTRUCTIONS - PLACE THE FOLLOWING TITLE ON EVERY WRITTEN ASSIGNMENT YOU COMPLETE:

- CALE-STUDENT NAME-"OFFSITE LEARNING PACKET
DAY # ____ 1,2,3,4 ETC

ALL ASSIGNMENTS WILL BE GIVEN A DAILY # GRADE IN
GRADEBOOK...BEGINNING WITH DAY 1

Identify the parts of the following objectives

1. Attract 1,000 new library card holders between the ages of 5 and 10 during January
 - Message:
 - Target Audience:
 - Time Period:
 - How did you measure success/failure?:
2. Sell 10% more floral arrangements to Portage county resident in June
 - Message:
 - Target Audience:
 - Time Period:
 - How did you measure success/failure?:
3. Increase repeat purchases of store brand goods by 15% in the next year
 - Message:
 - Target Audience:
 - Time Period:
 - How did you measure success/failure?:
4. Sell 120 memberships to individuals referred by existing members in the next 6 months
 - Message:
 - Target Audience:
 - Time Period:
 - How did you measure success/failure?:
5. Increase income for the service department by 20% next year by encouraging owners of the Chevy Malibu to make 4 maintenance visits each year.
 - Message:

- Target Audience:
- Time Period:
- How did you measure success/failure?: