**The project for this course will require the following:**

1. Identify a new product that you would like to market.
2. Create a ***Marketing Plan*** for your product. See Exhibit 19-4 in your text (page 509) for a diagram of the items to include in your Marketing Program.
3. Present this material. I prefer that you create a PowerPoint presentation. Imagine you are presenting this new product to your boss or a prospective client. The PowerPoint should be brief so that it doesn't bore the audience. I need approximately 12 slides,
4. Be sure to focus on the required sections, such as identifying the target market, the four P's (marketing mix), strategy, etc.
5. If you have any questions, **please let me know in advance.**



**Under Godstruction Apparel Marketing Project**

I’m Marketing a brand name Under Godstruction, this company will sale apparel (shirts, sweatshirts, hats, coffee mugs, and all the proceeds, net profits will be donated to a sister company Mura Construction Inc, which buys and remodel homes for people in need, the marketing will consist on letting the costumers know when they buy products from our company Under Godstruction they’ll be looking good in our products and at the same time helping people in need..