

INTRO TO MARKETING:
TIPS FOR P & G
TEAM PROJECT
PART 1

Tips for Your PowerPoint Deck

- RESEARCH RESEARCH RESEARCH
- Number slides to reflect questions
 - I.e., "1a" on slide 3
- Answer the question in the title of the slide
 - (Do not restate the question)
- Concise bullet points

Mechanics of Your PowerPoint Deck

- Graphs and charts **tell a story**, not just state data
 - Any graphs, charts, tables, etc. must have proper titles, and X and Y-axes of graphs labeled, and cited
 - Charts and graphs should be explained
- **APA** in-text citations and references
- Stylistic elements **emphasize key points** (color pattern, icons)
- Styles (fonts, colors, etc.) are **consistent** throughout each assignment

Deck vs. Presentation

- Deck: an "essay" on slides
 - Full paragraphs
- Presentation: a guide for the audience
 - Concise bullets

This is a **DECK!** Do not leave important information out!

Potential Outline

- Title Slide
- Executive Summary
- 1 slide per question (or more if needed)
- References

Expectations Explained: D,E, A

- Logical reasoning and sufficient elaboration.
- Well-supported defense and assumptions
- Explaining and supporting WHY your answers make sense as a whole.
- Inconsistencies, flawed reasoning, and unsupported conclusions cannot earn above 70% of the points for any of the queries.

Part 1 Question Overview

- Product
 - Industry
 - Product Categories
 - Procter & Gamble
 - Strategic Planning
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- Be sure to **answer all sub-questions** within the assignment prompt under each numbered question (I.e. for section 3 have a-e answered in your deck)

Drawing conclusions about status(Q2, Q3)

- What does “status” of the product mean?
 - Maturity in product lifecycle, Market share/BCG
- What does “status” of the industry mean?
 - Industry growth, competitive landscape
- What is an example of a trend?
 - Gen Z is more health-focused than previous generations, so healthier food options are gaining market share (organic, plant-based, etc.)



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