

Your group will come up with an advertising campaign for IU Southeast. You will present your campaign to the rest of the class as well as submit a written report.

The presentation and report should include at least the following:

- Target audience (why?)
- Customer promise
- Tag line / slogan
- Two media in which to advertise – be specific as well as general
- Example of the ads in the two different media
- Explain the process of coming up with this campaign