

MARKETING COORDINATOR EXERCISE

** The below exercise must accompany all applications for this position.**

Using the following information, put together a marketing campaign for this hypothetical event. The campaign should have itemized costs and be as detailed as possible. You may also include unpaid advertising (free media), promotions, or sponsorships, as well as paid advertising.

Show: Neko Case

Venue: The University Theatre (capacity 1,100)

Date: Friday, August 29, 2008

Ticket Price: \$25.00

Budget: \$1,800.00

Websites: <http://www.nekocase.com/>
<http://billions.com/>
<http://anti.com/artists/view/13>