

Campaign Plan – Student Worksheet

Company Name:.....

Target Audience:.....

Campaign Slogan:””

Activity and Budget Plan (Remember overall budget total cannot exceed **\$200, 000!**):

Month 1 Activities	Cost	Month 2 Activities	Cost	Month 3 Activities	Cost	Total Cost for Activity
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
	\$		\$		\$	\$
TOTAL COSTS	\$		\$		\$	\$