

Marketing

Brown Bag Activity

_____/20 points Due_____

Many consumer products are purchased due to the attraction of the package and the known (or promised) benefits provided by the actual product. You are going to create a Brown Bag package to introduce yourself to the class. You will create the bag outside of class and present the bag in class. Following are the directions:

- Create a Brown Bag to be used to introduce yourself to the class.
- Outside of your package must include:
 - Your name
 - Descriptive words or pictures that identify who you are, what you like to do, future plans, etc. (Minimum 5)
- Inside of the package must include:
 - Items that are special to you, unique to you, describe who you are, etc. In other words, they are demonstrating your product features and benefits. (Minimum 5)
- Present to class tomorrow!

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