| **Proposed marketing communications mix** | |
| --- | --- |
| **Content** (referencing your communications folder) | **Channels used to deliver the content** |
|  |  |
| **Cost of producing and delivering your proposed content** | |

**Explanation of the *rationale* of my proposed marketing communications mix** (*why* you have chosen it)

**Evaluation of the *coherence* of my proposed marketing communications mix**

In your evaluation, you should consider:

* The marketing communications strategy (task 6 of assignment 1)
* Existing business planning information (human resources, communication skills, physical resources and indicative marketing communications budget)
* Target market approval (task 1 of assignment 2)
* *Integrated* use of channels
* Message *consistency*