

Cristiano Politini – *Social Media Manager and Press Officer*

Deadline: March 20th at 15.00

Website: <https://www.uscatanzaro1929.com>

***For the weekly marketing plan,
consider
the week starting on 20th
November 2023**



PPT Structure: 2) Company presentation; 3) Promotion (in general). Then: a) provide the mix of media the company uses and point out the goal for each one. What is the purpose of each media used?; b) Can you deduce a weekly marketing plan*?); and d) identify one intriguing question for the SMM.