**Bruin Blooms Marketing Assignment**

Advanced Floral Design

Our Goals:

* Improve the image and marketing of Bruin Blooms products by “branding” our business.
* Become a visible and recognizable part of PHS.
* **Clothing (15 points)**
  + Design a t-shirt, apron, hat, or other item of clothing for members of the class. We also have staff members interested in purchasing Bruin Blooms clothing. T-shirts should be suitable for males and females. They must include the logo and the words Bruin Blooms. The rest is up to you!
  + If you are not artistic on paper, recruit a friend to help you with your vision.
* **Marketing Strategies (10 points)**
  + Determine five new marketing strategies for our products.
  + Make a list and write a quick description of each idea.

You may work as a group, as an individual, or in partnerships.

This assignment is due on \_\_\_\_\_\_\_\_\_\_.