**Project Title:** Plastic Bag Marketing Campaign

**Project Description:** Develop a marketing strategy to inform campus on plastic bag alternatives, reuse, and proper disposal channels of plastic bags.

**Background:** Plastic bags contribute to many environmental problems. The first is that they contribute to the problem of plastic waste in our landfills, taking anywhere from 10 to 1,000 years to decompose. Plastic waste also has a damaging effect to wildlife, as many animals (particularly marine wildlife) become seriously ill or die after consuming plastic particles. Plastic bag production also uses a significant amount of oil, contributing to greenhouse gas emissions.

One effort on campus to address this issue is through the Hawk Shop at the IMU. When students choose to opt out of the plastic bag, they are awarded a token to place as a donation to the environmental organization of their choice. On campus, there are still a few outlets where plastic bags are used. Can you identify ways to meaningfully reduce the use of plastic bags in this area?

What about off-campus? Shopping for groceries and other items generates large quantities of plastic bags. How can you create an effective marketing campaign that instills a behavior such as bringing reusable bag(s) to the store? What incentives or starter material could you provide? How do you plan for students who will use plastic bags – how can you effectively reach them with solutions to ensure their bags do not go straight to landfill?

**Desired Outcomes:**

* A cohesive marketing strategy for students that addresses either on-campus or off-campus plastic bag waste. The marketing strategy will state its motivation, focus (and justify choice of on-campus, off-campus, or choice of both), perform research on the audience/market at large, determine its target market, steps that will be taken to implement the strategy, development of creative channels to address the issue, and discuss how metrics will be taken to determine success.

**Collaborators/Stakeholders:**

* Office of Sustainability and the Environment

**Evaluation:**

* Does the marketing strategy provide specific steps and tactics? Is there a clear goal or goals in mind? Is the strategy tailored to the target audience? Is the target audience appropriate? If promotional material mock-ups are created, are they well done? Are there diagrams, tables, and charts that aide in the interpretation of this strategy? Are the desired outcomes measurable?

**Course Relevance:**

* GEOG 2013: Intro to Sustainability
* MKTG 4250: Marketing and Sustainability