

MESSIAH COLLEGE FOUNDATION, INC.

EPS--TRACK 1 / INTRODUCTION TO ENTREPRENEURIAL MARKETING

THE MARKETING EXECUTIVE PORTFOLIO

A professional case study & editable field guide

Sinta Bakehouse / San Fernando, Pampanga

Evidence before exposure. Value before volume.

STUDENT / AUTHOR (TYPE HERE)

YOUR CHOSEN BUSINESS (TYPE HERE)

11 PROFESSIONAL CHAPTERS / 16 EVIDENCE EXHIBITS

FILLABLE WORKBOOK • CLICKABLE CONTENTS • MODEL ANSWERS

Prepared for Professor Maricelle Verano • AY 2026–2027

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EVIDENCE EXHIBITS 01–16

A syllabus-aligned record of all cumulative portfolio artifacts.

HOW TO USE THIS GUIDEBOOK

READ

The left-hand chapter page models a professional answer for a realistic but fictional case.

WRITE

The following page contains actual editable PDF fields. Click inside each cream box and type your own response.

SUBSTANTIATE

Label verified research, direct observation, assumptions, forecasts and proposals separately.

CONNECT

Use the 16 exhibits as supporting evidence for the 11 final portfolio sections.

COMPLETE

Write an original approximately 500-word Christian marketing covenant; prepare a 10-minute pitch.

SUBMIT

Save a completed PDF, retain an editable original, and confirm the official Friday-of-finals deadline.

IMPORTANT ACADEMIC INTEGRITY

No invented market data, interviews, campaign performance, citations or client work.

All model responses in this guide are illustrative, not actual venture evidence.

COVER & PROFESSIONAL IDENTITY

Build a credible personal positioning statement that fits the portfolio audience.

WORKED EXAMPLE / SINTA BAKEHOUSE

Sample identity: Jordan Reyes, aspiring Marketing Strategy Associate. Positioning: I help small Philippine retailers turn vague visibility goals into customer-specific tests, transparent metrics and practical decisions. Demonstrated skills: customer journey mapping, campaign drafting and basic budget analysis. Employer offer: a disciplined 30-day pilot with a clear learning report. This student identity is illustrative.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

[OPEN YOUR EDITABLE WRITING PAGE](#)

YOUR WORK / CHAPTER 01

COVER & PROFESSIONAL IDENTITY

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Full name / course / role

MODEL: Jordan Reyes | EPS-Track 1 | aspiring marketing strategy associate.

02 Professional headline and 80-word bio

MODEL: I turn customer problems into low-cost experiments and clear reports for small retailers.

03 Three demonstrated competencies + supporting evidence

MODEL: Strengths: campaign copywriting (sample), customer journey map (Exhibit 11), and budget math (Chapter 8).

04 Employer value offer / investor value offer

MODEL: Employer: I can design a measured retention pilot. Partner: I can identify assumptions before investing.

Use the exhibit register for documents, citations and reflection evidence.

THE BUSINESS & UNMET NEED

Select one business and define the customer problem without claiming that untested assumptions are facts.

WORKED EXAMPLE / SINTA BAKEHOUSE

Client scenario: Sinta Bakehouse is a fictional San Fernando bakery used for class analysis. Its assumed challenge is uneven weekday orders, weak reorder visibility and a limited marketing budget. Proposed value: a published weekday menu, scheduled pickup and a respectful follow-up option. Evidence needed: existing receipts, weekday order counts and voluntary customer feedback; none is asserted as collected.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 02

THE BUSINESS & UNMET NEED

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Business fact sheet and venture status

MODEL: Sinta Bakehouse; bakery retail; San Fernando, Pampanga; simulated existing business; breads and preorder pastries.

02 Problem statement and affected people

MODEL: Possible problem: inconsistent weekday orders and limited repeat-purchase visibility among nearby workers.

03 Alternatives and differentiated value proposition

MODEL: Alternative: walk-in bakery purchases. Proposed value: published menu, clear pickup times, honest availability.

04 Evidence available + unanswered questions

MODEL: Needed before making claims: dated receipts, weekday order counts, competitor screenshots and permission-based feedback.

Use the exhibit register for documents, citations and reflection evidence.

RESEARCH & CUSTOMER INSIGHT

Show a traceable reasoning chain from research to customer priorities.

WORKED EXAMPLE / SINTA BAKEHOUSE

Research question: Do nearby working adults prioritize pickup reliability over discounts? Begin with desk research on local buying and competing offers. If that cannot resolve message comprehension, run a voluntary three-person wording test and record anonymized replies. Segment hypothesis: nearby workers with 15–30-minute breaks. Evidence gap: no observed customer conversion baseline.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 03

RESEARCH & CUSTOMER INSIGHT

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Research question / methods / source list

MODEL: Research question: Do workers value reliable pickup more than a small discount? Begin with desk research.

02 Customer segment, alternatives and barriers

MODEL: Customer hypothesis: nearby workers with brief lunch breaks who compare price, freshness and pickup effort.

03 Customer path: awareness to retention

MODEL: Discovery: local post; consideration: menu; decision: preorder; pickup; consent-based return reminder.

04 Findings, assumptions and evidence gaps

MODEL: A possible friction is unclear pickup timing; it is a hypothesis until supported by observation or feedback.

Use the exhibit register for documents, citations and reflection evidence.

MARKETING THINKING & DIAGNOSIS

Apply course frameworks selectively and explain why the chosen framework fits the venture.

WORKED EXAMPLE / SINTA BAKEHOUSE

Traditional approach: buy broad ad impressions and push promotions. Entrepreneurial alternative: validate demand and repeat behavior using low-cost preorders and referrals. Mix focus: 4Cs customer value, cost, convenience and communication; audit against core 4Ps. Seven-dimension diagnostic is pending actual evidence; do not assign scores without a traceable source. Tipping Point mechanism: helpful office coordinators, a clear pickup promise and timely workday context.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 04

MARKETING THINKING & DIAGNOSIS

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Traditional vs entrepreneurial comparison

MODEL: Traditional: broad promotions for many people. Entrepreneurial: test a narrow offer with a small segment first.

02 Fit-for-purpose 4Ps/7Ps vs 4Cs audit

MODEL: 4Cs convenience and customer cost matter; audit the 7Ps process for order and pickup accuracy.

03 Seven-dimensions 1–5 diagnostic

MODEL: Opportunity 4/5 (planning estimate); customer intensity 2/5 (no interviews yet). Scores require explanation, not invented proof.

04 Tipping Point: people / message / context

MODEL: People: office coordinators; sticky message: reserve before lunch; context: a short workday break.

Use the exhibit register for documents, citations and reflection evidence.

STRATEGIC OPTIONS & CHOICE

Compare at least three candidate strategies and defend the selection against constraints, customer behavior and risk.

WORKED EXAMPLE / SINTA BAKEHOUSE

Options: A broad influencer campaign, B localized paid social, C existing-customer reorder pilot. Favor C first, then small B if the offer is understood, because a referral/reorder test protects a PHP 4,500 ceiling. Postpone influencer spending until a stable experience exists. Use an owned ordering form and consent-based direct follow-up; rely on earned recommendations only if genuine.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 05

STRATEGIC OPTIONS & CHOICE

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Objective and strategic alternatives

MODEL: Compare referral, preorder content and paid reach. Objective: more legitimate weekday inquiries.

02 Decision criteria + justified preferred route

MODEL: Choose menu clarity + preorder pilot first because order handling must work before buying attention.

03 Digital owned/earned/shared/paid customer path

MODEL: Owned: menu/order page; shared: community post; earned: opt-in reviews; paid: only after evidence.

04 Refused or postponed tactics and why

MODEL: Postpone influencer spend; a small shop should verify product availability and repeat orders first.

Use the exhibit register for documents, citations and reflection evidence.

CAMPAIGN & CREATIVE WORK

Display original content and campaign prototypes as employer-ready evidence of creative and analytical ability.

WORKED EXAMPLE / SINTA BAKEHOUSE

Creative concept: WEEKDAY, MADE SIMPLE. Draft caption: Freshly baked for your workday. See the available menu, order before the posted cutoff and collect at your selected pickup time. Prices and availability are confirmed before payment. CTA: View this week's menu. Create A/B copy: convenience-led vs product-led, then test comprehension with willing participants; no testimonials or results have been collected.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 06

CAMPAIGN & CREATIVE WORK

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Campaign name, idea and segment

MODEL: Campaign: READY AT LUNCH for workers who cannot wait in an unpredictable queue.

02 Original ad caption / storyboard / CTA

MODEL: Sample caption: See this week's verified weekday menu. Reserve your pickup slot while stock lasts. Order link: [your link].

03 Message A vs B test design or results

MODEL: Variant A highlights quick pickup; B highlights clear prices. Ask 3 consenting readers which they understand best.

04 Work annotation: objective / contribution / why / result

MODEL: Objective: clear reorder message; role: wrote two captions; reason: lower friction; result: proposed, not achieved.

Use the exhibit register for documents, citations and reflection evidence.

OBJECTIVES, CALENDAR & BUDGET

Turn the chosen strategy into measurable commitments and a cost-conscious execution sequence.

WORKED EXAMPLE / SINTA BAKEHOUSE

Proposed 30-day SMART goal: obtain 40 attributable first purchases through the pilot, subject to verifying baseline tracking and capacity. Week 1: establish baseline, revise menu and order form. Week 2: test two value messages. Weeks 3–4: publish verified offers and monitor inquiries, orders and opt-outs. Illustrative budget PHP 4,500: photos 500; samples 1,000; local ads 1,500; printed materials 500; reserve 1,000.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 07

OBJECTIVES, CALENDAR & BUDGET

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Baseline and measurable SMART objectives

MODEL: Illustrative SMART aim: test whether 20 qualified weekday inquiries occur during a 30-day pilot; not a forecast.

02 30/60/90-day tasks, owners and outputs

MODEL: Week 1 verify order process; week 2 publish menu; weeks 3–4 test reminder and report verified inquiries.

03 Itemized PHP budget + assumptions

MODEL: Illustrative budget PHP 3,000: photography 400, menu 400, printing 300, test spend 900, contingency 1,000.

04 Constraints, dependencies, trade-offs

MODEL: Constraint: baker production slots may be limited, so cap reservations before advertising.

Use the exhibit register for documents, citations and reflection evidence.

MEASUREMENT & LEARNING

Show an honest measurement model with appropriate definitions and no fabricated results.

WORKED EXAMPLE / SINTA BAKEHOUSE

Assumptions ONLY: 40 attributable first purchases, PHP 350 average basket and a 40% contribution margin before marketing cost. Expected order contribution = $40 \times 350 \times 0.40 = \text{PHP } 5,600$. Against an illustrative PHP 4,500 pilot spend, contribution-based return = $(5,600 - 4,500)/4,500 = 24.4\%$; this is a scenario, not actual ROI. Pilot acquisition cost = $4,500/40 = \text{PHP } 112.50$ if all spend is assigned to acquisition. Exclude preexisting orders and track repeat orders separately.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 08

MEASUREMENT & LEARNING

Use your own facts, research, analysis and appropriately labelled forecasts.

01 KPI dictionary and baseline/source

MODEL: KPI: weekly confirmed preorders from actual order log; no observed baseline is currently available.

02 Numerical forecast with labelled assumptions

MODEL: Planning target: 20 inquiries, 8 prepaid orders; these are assumptions for a test, not previous results.

03 Unit economics, CAC and return calculations

MODEL: If spend PHP 900 yields 6 new paying customers, hypothetical CAC = PHP 150; actual CAC must use real counts.

04 Stop / adapt / continue criteria

MODEL: Continue if fulfillment and margin are acceptable; revise unclear copy; stop if promises cannot be met.

Use the exhibit register for documents, citations and reflection evidence.

RISK, ETHICS & GOVERNANCE

Protect customers and the venture while demonstrating professional judgment.

WORKED EXAMPLE / SINTA BAKEHOUSE

Risk register example: 1) exaggerated scarcity: verify batches and stock before posting; 2) late pickups: use capped time slots; 3) customer privacy: opt-in records only; 4) allergy claims: verify product ingredients and disclosures; 5) misleading metrics: reconcile paid orders to the order log. Respond to complaints only after confirming facts. No-post conditions: unclear facts, customer-identifying imagery without consent, or unverifiable claims.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 09

RISK, ETHICS & GOVERNANCE

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Five-risk register with controls/owners

MODEL: Risk: items out of stock. Control: daily inventory sign-off. Owner: shop operator.

02 Real-time response / approval / no-post policy

MODEL: Draft -> verify availability -> owner approves -> publish. Do not post during unconfirmed complaints.

03 Privacy, research consent and claim checks

MODEL: Ask permission for buyer photos; use an optional marketing opt-in; do not fabricate reviews or discounts.

04 AI-use declaration and verification log

MODEL: AI, if approved, assisted headline drafts; student checked dates, prices and all factual wording.

Use the exhibit register for documents, citations and reflection evidence.

CHRISTIAN CHARACTER & COVENANT

Explain how beliefs change marketing behavior and write a personal 500-word covenant.

WORKED EXAMPLE / SINTA BAKEHOUSE

Christian practice: Proverbs 11:1 links dishonest measures with wrongdoing; apply this to product weights, pricing and reporting. Philippians 2:3–4 calls for genuine regard for others; do not manufacture customer urgency. Draft covenant: I will treat customers as people rather than clicks, verify claims, respect their information, steward limited budgets and acknowledge failed tests. Extend the personal covenant to approximately 500 original words.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 10

CHRISTIAN CHARACTER & COVENANT

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Christian marketing principles and applications

MODEL: Proverbs 11:1 informs honest pricing; Philippians 2:3–4 calls for considering customer needs.

02 An ethical dilemma and defensible response

MODEL: Dilemma: publish an unverified sold-out claim to induce urgency? Refuse and publish real stock limits.

03 Personal 500-word covenant (write below)

MODEL: I will verify every claim, respect consent and report unsuccessful pilot results as carefully as wins.

04 Commitments to clients, customers and God

MODEL: My commitments: truthful advertising, customer dignity, wise spending and correction of mistakes.

Use the exhibit register for documents, citations and reflection evidence.

CONCLUSION, REFERENCES & PITCH

Conclude with a defensible professional recommendation, credible references and a timed presentation.

WORKED EXAMPLE / SINTA BAKEHOUSE

Executive recommendation: approve a capped PHP 4,500 learning pilot, not an automatic rollout.

Employer introduction: I approach small-business marketing through customer insight, disciplined

execution and ethical reporting. Investor/partner introduction: I recommend testing repeat demand

before financing expansion. Ten-minute defense: 1 min role/problem, 2 min evidence, 2 min strategic choice, 2 min campaign/budget, 2 min KPIs/risks, 1 min covenant and ask. Verify all references before submission.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 11

CONCLUSION, REFERENCES & PITCH

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Executive conclusion and proposed decision

MODEL: Recommendation: run a capped preorder trial, then decide from fulfilled orders and customer feedback.

02 Employer introduction + investor/partner introduction

MODEL: Employer: I can translate everyday business pain into a careful plan. Investor: I propose a small test, not certain growth.

03 10-minute pitch outline and defense

MODEL: 0–2 min problem; 2–4 evidence; 4–6 strategy; 6–8 money and risks; 8–10 ethics and decision.

04 References, image credits and final verification

MODEL: Use verifiable marketing books, dated company sources, image credits and an honest AI statement.

Use the exhibit register for documents, citations and reflection evidence.

COMPLETE MODEL / CHRISTIAN MARKETING COVENANT

Sinta Bakehouse | Illustrative student example

As an aspiring marketing executive, I understand that business decisions affect real people. Every message, promotional price, customer record and campaign report is part of the trust placed in me. I therefore commit to producing marketing work that is commercially responsible and morally defensible. A campaign that attracts attention while leaving people misled is a failure of professional judgment, even when it increases short-term sales.

Truthfulness will govern the way I describe products and report results. I will confirm prices, ingredients, availability, service deadlines and promotions before publishing them. Proverbs 11:1 condemns dishonest scales, and I take its principle seriously in every commercial claim. If a bakery has only a limited number of products, the limit must be real; I will never invent scarcity to frighten customers into buying. Likewise, I will separate an actual customer response from a projected figure and a hypothesis from a proven conclusion.

I will respect the dignity of customers. Philippians 2:3–4 asks believers to consider the interests of others; in marketing this means understanding what people genuinely need before designing messages to influence them. I will not treat customers as mere clicks or use their anxieties as weaknesses to exploit. I will ask for permission before using testimonials, photographs, email addresses or direct-message reminders. Opting out must be easy and without pressure.

I will steward business resources with care. A small bakery cannot afford careless spending or attractive reports that hide unsuccessful experiments. I will begin with a clear purpose, a reasonable budget, a measurable test and an honest evaluation. When a pilot disappoints, I will report its limitations and suggest whether to adapt, pause or stop. I will consider staff capacity and service quality before recommending growth.

MODEL ONLY: WRITE YOUR OWN ORIGINAL COVENANT IN THE FILLABLE PAGES.

COMPLETE MODEL / CHRISTIAN MARKETING COVENANT

Sinta Bakehouse | Illustrative student example

I will also acknowledge the limits of my competence. I will verify sources, distinguish my contribution from the work of others, credit creative material correctly and disclose permitted AI assistance. Technology can help me draft and analyze, but it cannot take responsibility for errors, privacy breaches or unsupported facts. That responsibility remains mine.

Finally, I will practice accountability with humility. If a campaign causes confusion or harm, I will listen carefully, correct inaccurate statements, cooperate in resolving complaints and learn from the experience. I will treat business owners, employees, suppliers and competitors fairly. I want my professional reputation to rest on diligence, dependable judgment and service. My commitment to Christian marketing is not a promise of guaranteed profit. It is a commitment to conduct business before God and people with integrity, courage, honest measurement and care for my neighbor. I pray that my work will demonstrate these commitments even when they require me to refuse a convenient but unethical decision. I will make space for affected customers and colleagues to question my recommendations, document what I learn, and review each campaign against both its financial purpose and its responsibilities to people. My integrity must remain consistent when nobody is watching.

MODEL ONLY: WRITE YOUR OWN ORIGINAL COVENANT IN THE FILLABLE PAGES.

16 EVIDENCE EXHIBITS

One continuity artifact is carried forward from each syllabus assignment.

- 01 Observe three unmet needs
- 02 Definition synthesis + Tipping Point
- 03 Comparison + two venture classifications
- 04 Marketing-mix audit
- 05 Seven-dimensions scorecard
- 06 Two-message test
- 07 Small campaign experiment
- 08 Midterm correction + synthesis
- 09 Real-time response protocol
- 10 Ethical viral concept redesign
- 11 Digital customer path
- 12 Content + source + AI log
- 13 Permission-based guerrilla activation
- 14 Campaign audit + responsible memo
- 15 Full draft entrepreneurial marketing plan
- 16 Revised plan + 500-word covenant

Click an exhibit to open its fillable prompt and worked example.

EVIDENCE EXHIBIT 01

Observe three unmet needs

SYLLABUS TASK: Three problems, people affected, alternatives and possible value.

PROJECT-SPECIFIC MODEL IDEA

Candidate needs: bakery pickup reliability; confusing product availability; lack of repeat-order convenience.
Validate all three as observations before deciding.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 02

Definition synthesis + Tipping Point

SYLLABUS TASK: Define entrepreneurial marketing using credible sources and apply three mechanisms.

PROJECT-SPECIFIC MODEL IDEA

Define entrepreneurial marketing through cited course texts; propose coordinators, useful schedule messages and workday timing as testable mechanisms.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 03

Comparison + two venture classifications

SYLLABUS TASK: Compare traditional/entrepreneurial marketing and justify two classifications.

PROJECT-SPECIFIC MODEL IDEA

Compare a broad discount campaign and a controlled pickup test; classify two other ventures using evidence, not labels alone.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 04

Marketing-mix audit

SYLLABUS TASK: Apply relevant mix framework and give three evidence-led improvements.

PROJECT-SPECIFIC MODEL IDEA

Audit availability, pricing, pickup convenience and two-way communication; suggest a current menu, clearer cutoff and accessible ordering.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 05

Seven-dimensions scorecard

SYLLABUS TASK: Score all seven dimensions with evidence and justify strongest/weakest two.

PROJECT-SPECIFIC MODEL IDEA

Create seven rows with scores only after observing evidence; a hypothetical innovation score cannot be presented as measured.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 06

Two-message test

SYLLABUS TASK: Test two messages with at least three consenting people; record anonymized feedback.

PROJECT-SPECIFIC MODEL IDEA

Copy A stresses reliable pickup; Copy B stresses freshness. Obtain consent and log only anonymized comprehension feedback.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 07

Small campaign experiment

SYLLABUS TASK: Audience, hypothesis, cost, metric and stop/continue/adapt criteria.

PROJECT-SPECIFIC MODEL IDEA

Hypothesis: pickup convenience copy increases qualified inquiries. Test audience, cost cap and decision threshold before ads.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 08

Midterm correction + synthesis

SYLLABUS TASK: Correct artifacts 1–7 and explain how your reasoning improved.

PROJECT-SPECIFIC MODEL IDEA

Revise original framework comparisons; explicitly note one decision changed by peer feedback.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 09

Real-time response protocol

SYLLABUS TASK: Approvals, escalation, response rules and no-post conditions.

PROJECT-SPECIFIC MODEL IDEA

Owner verifies complaints; trigger for escalation: food safety, refund dispute or personal-data issue; pause unsupported posts.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 10

Ethical viral concept redesign

SYLLABUS TASK: Map spreading mechanisms and reduce harm through redesign.

PROJECT-SPECIFIC MODEL IDEA

Replace an exaggerated trending challenge with useful weekday ordering guidance and voluntary, disclosed sharing.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 11

Digital customer path

SYLLABUS TASK: Match channels, content, CTA and metrics to customer stages.

PROJECT-SPECIFIC MODEL IDEA

Awareness: local post; consideration: menu; action: pre-order form; retention: opted-in reminder; metric at each stage.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 12

Content + source + AI log

SYLLABUS TASK: Original asset, source checks, AI disclosure and KPI hypothesis.

PROJECT-SPECIFIC MODEL IDEA

Draft a visual menu post; maintain image credits, ingredients source log and any permitted AI-assistance declaration.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 13

Permission-based guerrilla activation

SYLLABUS TASK: Permissions, safety, budget, success measure and fallback.

PROJECT-SPECIFIC MODEL IDEA

With venue permission, use a sample tasting table that clearly discloses ingredients, conditions and operating hours.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 14

Campaign audit + responsible memo

SYLLABUS TASK: Compare digital/guerrilla options, evidence, controls and KPIs.

PROJECT-SPECIFIC MODEL IDEA

Audit a verified bakery campaign with public evidence, compare local digital and permitted sampling and write an operations memo.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 15

Full draft entrepreneurial marketing plan

SYLLABUS TASK: Situation, objectives, customer, calendar, budget, metrics and risks.

PROJECT-SPECIFIC MODEL IDEA

Merge verified diagnosis, SMART pilot, line-item PHP budget, KPI dictionary, calendar and risk register.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 16

Revised plan + 500-word covenant

SYLLABUS TASK: Final presentation-ready plan, 10-minute pitch and covenant.

PROJECT-SPECIFIC MODEL IDEA

Revise based on feedback; deliver a ten-minute portfolio defense and an original approximately 500-word covenant.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

CHRISTIAN MARKETING COVENANT

Page 1 of 2 — write approximately 500 original words in total.

CHRISTIAN MARKETING COVENANT

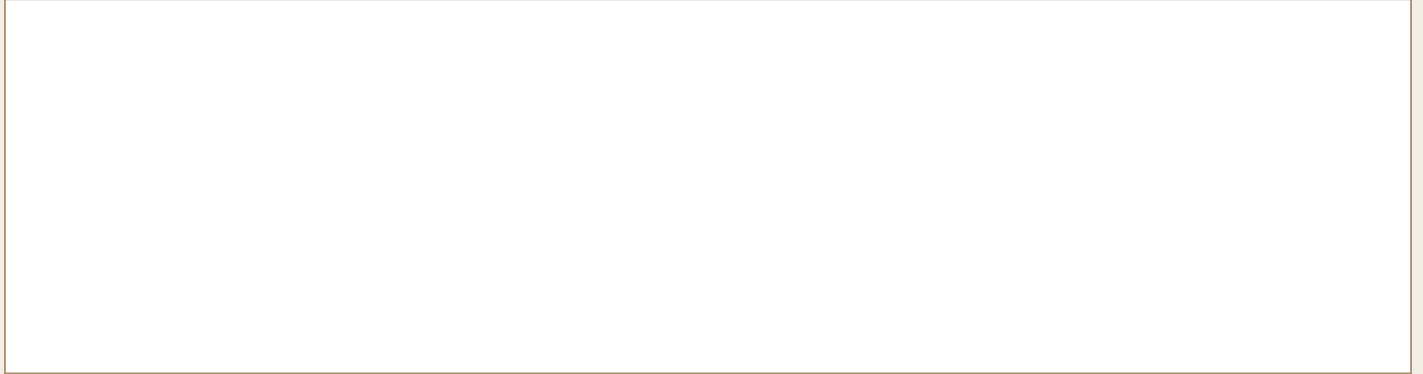
Page 2 of 2 — write approximately 500 original words in total.

PRESENT WITH CONVICTION

Ten-minute pitch / two distinct professional introductions

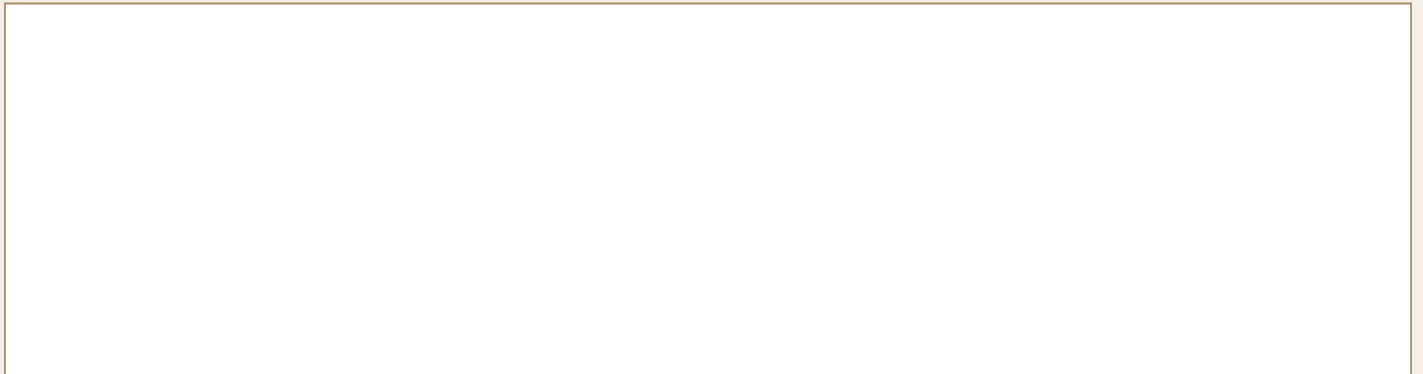
FOR AN EMPLOYER

How I could improve a business through evidence, execution and accountability.



FOR AN INVESTOR/PARTNER

Why this opportunity deserves a limited test or justified investment.



Pitch rhythm: problem / research / choice / campaign / economics / ethics / ask

REFERENCES & ORIGINALITY

Cite sources, visuals, dates, limitations and properly disclosed AI assistance.

Syllabus starting points: Hisrich & Ramadani (2018); Kotler et al. (2024).

FULL REFERENCES, IMAGE CREDITS AND RESEARCH METHOD

RESPONSIBLE AI DECLARATION AND PERSONAL VERIFICATION