

Sam: Thank you Jason. I just want to notify you all of a new cafeteria facility at our University, the Hard Rock café.

George: Yes, it is to help create better scenery for our students as well as attract them. It has many sites and information about rock and rock stars during the 70's and 80's. As well as this, there is an even bigger range of food available for everyone, some of which can specialise in breakfast and lunch while providing a wide range of offers which cut prices and increase the amount of food purchased.

Sam: That's right; there are even vouchers that can cut back on how much you pay, along with food being named after rock stars, and leaflets about each of them. This is the place for food, company and a good time. There is also a section where all teachers can converse with students about the work they perform and how they can improve.

George: What's more, everyone can discuss to the staff about what they would like to change about the scenery and food, as well as discuss if there are any problems and what healthier options they would like to perform.

Sam: If there is any more information you would like to know about the Hard Rock café, please call 020 – 3754 – 7692. Thank you for your time.

Jason: No, thank you. Well there you go! I'll just repeat, if you want to know more or want to provide information call 020 – 3754 – 7692. Thanks!

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Now I will investigate the cost media schedule of the radio station I have chosen for this assignment. I will do this by researching the cost of a radio advertisement they are intending to bring out. To present which activities will take place and when, I will create a Gantt chart. The radio company I have chosen is 'play radio' because it is cheaper to go to than others; it will be this station that can present the advert throughout the day. The cost for the University to show an advertisement for listeners would be around £1000/£1200, with the amount of £200 per min. This is quite dear for them, but if successful they can gain more publicity who is attracted to the cafe and its services. This final part of this assignment is a Gantt chart which explains their current activities and when they occur:

Week	1	2	3	4	5	6	7	8	9
Activities									
Find theme and perform research	*								
Discover target audience(s)	*								
Grab		*							