**Module B – Linear Programming Applications in Marketing, Finance, and Operations Management**

**Case Study #4: Planning an Advertising Campaign**

**Grading Rubric**

Part 1 – Define, model and solve the LP problem (**30 pts**)

* The linear programming model (**15 pts**) broken out as …
  + Define your decision variables (**5 pts**)
  + Objective function (**5 pts**)
  + Constraints (**5 pts**)
* Prepare a spreadsheet model (**10 pts**)
* Determine the optimal solution/interpret the results (**5 pts**)

Part 2 (10 pts)

* Using the shadow price to determine the total exposure rating (5 pts)
* Interpretation of results (5 pts)