

Unit 2. Exercise 1. Triple Play Marketing**Course Objectives and Learning Outcomes**

In this Exercise, you will describe telecommunication services and their value.

Assignment Requirements

We've all seen the commercials that telecommunication companies use to try to sell us on their services. Now it's your turn to think like them. In a 1-page paper, write a press release announcing the latest triple-play package that your telecommunications company is releasing. Describe each of the services provided, and why they are "must have" services for the customer. Be as creative as you want with this.

Be sure to describe each feature in your triple play package, using proper terminology.

Submission Requirements

Email dtaylor24@itt-tech.edu your responses as a typed document using Arial or Calibri 12-point font, single-spaced. Include NT1310 in the email Subject line. Label your assignment **Unit 2 Exercise 1**.