Your Learning Team has been selected as the ad agency for Baderman Island, a fictitious company located in the list of Virtual Organizations.

**Resources:** Virtual Organization found on student website, Internet, University Library

**Select** one of the following target markets for Baderman Island:

* Family vacations

**Obtain** faculty approval for selected target market.

**Write** a 200 word per section in which you identify the role of advertising and the influence of advertising on your selected target market based on the overall marketing plan objective. Must include References throughout the paper and complete on reference page. APA format

* The paper must include:  
  + Objectives statement
  + Support statement
  + Tone or brand character statement