**OBJECTIVES JAM**

It is important that you fully discuss the objectives you’ve chosen with a JUSTIFICATION. Use the JAM template to practise this skill for the 3 objectives.

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| **Objectives** | **Justify** | **Analyse in context (case study)** | **Make reference to research** |
| *Eg to increase brand awareness with 1 in 5 people recognising the brand name locally in 12 months time* | Why is that an important objective? | How does this objective link to the information you’ve been given in the case study? What might it lead to? | How does this objective relate to the information you’ve gathered about the market? |
| Objective 1 |  |  |  |
| Objective 2 |  |  |  |
| Objective 3 |  |  |  |