

Marketing Plan

Part 1- Written Plan

1. Instructions
 - a. Form a team of up to 3. Yes, you can do this project by yourself if you would like – but you miss out on teamwork, communication and problem solving in group situations.
 - b. Select an actual business, either existing or start-up enterprise.
 - c. Pick either a product or service for the marketing plan.
 - d. Emphasis should be placed on the “value added” concept using marketing techniques to increase the value of products or services.
 - e. A marketing plan is concerned with what is going to happen in the future. While historical information is very valuable, the actual plan must be a projection of what is going to happen.

The plan presented should be seasonal and tap into this summer, fall or winter 2012-2013.

2. Formatting requirements:
 - a. The document should be size 12 font and created in Word. **Minimum** of 10 pages.
 - b. Title page – 1 page (includes the following)
 - i. Project title – and image representation for the company chosen
 - ii. Name of class
 - iii. Period of your class
 - iv. Date
 - v. Team member names

3. Written Portion of the Plan – Minimum of 10 pages
 - a. The project outline should include the following aspects of the marketing process– Follow this outline exactly :
 - i. Brief description of the product or service (product/service attributes: size, quality, etc.
 - ii. Market analysis
 1. Client’s status in current market – (how is the company doing?)
 2. Industry trends – (how is the industry doing)
 3. Buyer profile and behavior – who is the target – describe them in terms of demographics and psychographics (link to psychographics)
 4. Competition’s SWOT analysis – closest competitors

5. Product's/client's SWOT analysis – this is the company you are doing the plan for
 6. Primary research results (what have you read about the company, phone interviews with the company, etc.)
- iii. Business proposition
1. Develop a mission statement – one sentence that explains who you are.
 2. Key planning assumptions (cite sources of information)
 3. Short and long-term goals- must be measurable, specific, attainable and have completion dates (in regard to plan – like, growth of sales, intro new product, better service)
 4. Target market- identify specific market segments which achieve the goals for your marketing plan.
 5. Define your “value added” concept for your product/service and explain the marketing techniques you have used to increase the value of products or services to your company
- iv. Strategies and Marketing Action Plan– how you will implement each of the 4 P's as you create your plan.
1. Product
 2. Price
 3. Place
 4. Promotion
- v. Graphs** - interpret the data (results) from the survey your group created around the product/service from your marketing plan (your complete survey will be in your appendices) by creating graphs

1. HOW TO CHOOSE WHICH TYPE OF GRAPH TO USE?

- a. When to Use **a Line graph**. Line graphs are used to track changes over short and long periods of time. When smaller changes exist, line graphs are better to use than bar graphs. Line graphs can also be used to compare changes over the same period of time for more than one group.
- b. . . . **a Pie Chart**.... are best to use when you are trying to compare parts of a whole. They do not show changes over time.
- c. . . . **a Bar Graph**... are used to compare things between different groups or to track changes over time. However, when trying to measure change over time, bar graphs are best when the changes are larger.

b. Appendices

- i. Survey (s) - Create a survey your team has developed – each individual in the group must give the survey to a minimum of 10 separate people
- ii. Promotional pieces – print ad, video, jingle (make a tape), poster, flyer, press release
- iii. Evaluation
 1. Establish benchmarks to track progress toward goals
 2. Identify specific tools to measure established benchmarks
 3. Recommendations for alternative strategies, if benchmarks are not reached

Part 2- Live Presentation

1. The team assumes the role of a marketing consultant. The teacher and audience assume the role of the selected client.
2. Each team will allowed to use either a computer presentation format (PowerPoint) or poster presentation format.
3. Teams will have a minimum of 10 minutes to 15 minutes to present their marketing plan. If the team does not meet the time requirements a penalty will be given for each minute over or under. 5 points will be ducted for each infraction.
4. Each team will be given 5 minutes of questions and all members must answer at least one question.
5. Teams will be scored on their effectiveness of their visual aids and the ability to convey the marketing plan.