

Principles of Marketing Marketing Plan Project

The marketing plan project will consist of, but not be limited to, the following sections: Table of Contents; Situation Analysis; Key Financial Objectives; Target Market; Objectives, strategies and tactics of the communication disciplines that you are using and a budget page. The project will be graded on each student ability to:

1. Identify the appropriate text material which relates to the product.
2. Correctly and clearly describe the chosen product in terms of the text material.
3. Communicate the information in written form.

Written Report

The written report must be typed, clear and readable. Any form is acceptable, as long as it clearly communicates meaning. Some things require explanation, some do not.

I expect that the reports will be 5-10 pages in length, but the grade will be based strictly on content. There will be deductions for including non-relevant material.

Product or Service Choice:

The easiest products to do are often the most popular---and most heavily advertised. However, the main reason to choose a product is that you have interest in it, and would like to learn more about it. My approval is necessary for your choice.

Key Dates

W/O 1-15 Identify your product or service

W/O 1-27- Situation Analysis and target audience

W/O 2-16 Key Financial Objectives

W/O 4-16 Communication disciplines: objectives strategies, tactics and costs

Due Date: W/O 4/20 2015. No Late Papers Accepted.