

Intro to Marketing - Project Description

Your individual work in this course is to construct a marketing plan. You will choose a product or service (this can be an existing product, new product, or business that you might want to start) and construct your plan according to the marketing plan outline located in Appendix A A6 of your textbook entitled "Building An Effective Marketing Plan."

Each section of the plan will be an assignment that is due for the week assigned. In other words, you will continue to build this marketing plan throughout the course.

Week 1

- Choose your product or service (this can be an existing product, new product, or business that you might want to start) that will be the focus of your marketing plan.
- Describe why you chose this particular product or service.

Save your document with a file name that includes your name, course code-section number, and title.

Submit your individual work at the beginning of Week 2.

Week 2 Individual assignment due week 3

In this activity you will complete the next step in creating your marketing plan. Please follow the directions in Week One and reference the marketing plan outline located in appendix A A6 of the textbook entitled "E-motion Software marketing Plan"

After reading and reviewing Chapters 2-4, of your textbook, complete the following:

Write a mission statement (25 words or less).

List three nonfinancial and three financial goals.

Describe your distinctive competence

Describe your management team (List 4 team members like CEO, CFO, CMO etc and explain their role in the organization)

Describe the culture of your organization

Describe your competitive advantage.

Complete a SWOT analysis. (1 to 2 pages)

Refer to chapter 2 to complete the section above. This section is due in week 4.

Section B

Marketing Program

List at least 4 marketing goals

List your Marketing Objectives

Describe your target market

Write your positioning statement

Describe your product strategy

Describe your pricing Strategy

Describe your promotional strategy

Describe your distribution strategy

Section C

Complete your marketing plan.

Evaluation & Control