**[Marketing Plan Title]**

**[Product/Service/Company Image]**

**[Author/Student Name]**

*(Remove before submitting: The marketing plan should be double spaced, and the final page count should not include the cover page, table of contents or reference pages.)*

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**SECTION I: Executive Summary**

First impressions are important. This will be the first section the CEO/Board of Directors/Evaluator will read regarding your new product proposal; it should briefly summarize and highlight key points in the new marketing plan. This should be one of the last sections you write. The first sentence should include a brief overview of the company in the past and its current state of business. (No more than a paragraph, then give brief attention-getting overview of your proposal).

**SECTION 2: Company Profile & SWOT Analysis** (Unit 4) *(Each subsection in this section should include citations within and a corresponding source in your works cited - delete the sentence for final draft).* Be sure to have an introductory sentence or two between main heading and subheadings. All subheadings must be addressed and are applicable to all companies.

Begin with information about the company such as basic financial performance, products, competitors, and headquarters locations. For best practices, including a SWOT chart. (SmartArt in MS Word is an easy way to insert a SWOT.)

Strengths (internal to the organization)

Minimum of 3 CURRENT researched and cited

Weaknesses (internal to the organization)

Minimum of 3 CURRENT researched and cited

Opportunities (external to the organization)

Minimum of 3 CURRENT researched and cited

Threats (external to the organization)

Minimum of 3 CURRENT researched and cited

New Product Idea

This paragraph will not necessarily have cited information. The SWOT above was to be completed based on the company before the intro of any new products. At this point, you will need to create a new product idea based on the environmental analysis and SWOT that will help improve the company. The textbook also has important information on the introduction of new products in Unit 10. This means the new product idea will explore an opportunity or address a weakness. Fully explain this.

**SECTION 3: Marketing Strategies Some** *subsection in this section should include citations within and a corresponding source in your works cited - delete the sentence for final draft).* **Be sure to have an introductory sentence or two between the main heading and subheadings. All subheadings must be addressed and are applicable to all companies.**

Marketing Objectives:

What is a marketing objective? Brief one sentence intro here.

*Current Marketing Objectives and Performance*

Identify 3 current marketing objectives (goals) your company has before the introduction of your new product. This should have a source for the researched information.

*New Marketing Objectives*

Identify a minimum of 3 new objectives for your new product. They must be SMART (Specific, measurable, attainable, realistic, and time bound). These will not be researched, but rather developed by your group.

Target Market

Brief introduction of what target market is, why important to you.

*Current Target Market*

Prior to your new product. These will be researched and should be cited.

*Target Market for your New Product*

This section should address three specific new target groups you will target. Ex. “Women Athletes between ages 20-30" is specific, “Women” is not. Consider including psychographic, demographic, and geographic information.

**1.** Target market 1

**2.** Target market 2

**3.** Target market 3

**SECTION 4: Marketing Mix (Large portion of your paper should be this section)** *Very little of these subsections in this section should include citations since it is mainly discussing your strategies for your newly created product - delete the sentence for final draft).* **Be sure to have an introductory sentence or two between main heading and subheadings. All subheadings must be addressed and are applicable to all companies.**

Product

Must include strategies and practices from Unit 10 of the book in your information. What kind of product is this? Warranties? Features, Attributes, Benefits, etc. This should be a larger section of the paper. Be sure to address all areas listed in the guidelines.

Price

Must include strategies and practices from the book in your information. Unit 11 discusses prices in-depth; it should be clear you understand and can apply concepts in that Unit to your new product. Be sure to address all areas listed in the guidelines.

Distribution (place)

Must include strategies and practices from the book, Unit 12, in your information. How will this impact your current distribution practices? Do not simply say we will use the same type of distribution, explain what you currently do (with citations) and explain how you can still use this to support the new product idea. Also, you may need a new distribution strategy, if so, explain why the current distribution plan would need to change. Within this section discuss logistics, suppliers and supply chain, order processing, inventory control, and warehousing. Be sure to address all areas listed in the guidelines.

Promotion

Must include strategies and practices related to integrated marketing communications from Units 13 & 14 of the book. How will the new product be promoted using integrated marketing communications? Be sure to address 2-3 areas of the promotional mix but one of those areas MUST include: Digital marketing, social media, advertising, public relations, sales promotion, personal selling. This should be a larger section of the paper. Be sure to address all areas listed in the guidelines.

For social media, you will need to create a specific strategy that focuses on community building and reputation management. You should follow each of the steps to building a social media strategy outlined in Units 13 &14. In addition to outlining a specific social media strategy, you should identify at least two other digital strategies you want to use for promotion and explain how they would benefit your new product and its promotion. Some of the options you could choose from for the digital strategies include email newsletters, blogs, display ads, search engine marketing, text messaging, affiliate marketing, search engine optimization, social networking, mobile advertising via SMS/MMS, push notifications, game mobile marketing, or QR codes.

For the social media strategy, please follow the specific directions below for each step.

Step 1, get buy in: Explain why social media will be an asset to your marketing plan and why it is a valuable use of resources.

Step 2, listen and understand the landscape: What types of research will you conduct to determine what conversations exist around your business and new product? Specifically name three ways you will engage in environmental listening and explain why you are choosing these methods. (You will then complete this research in order to build out your strategy.)

Step 3, analyze: Explain your findings from step two and identify how you will respond to what you’ve learned. Specifically, you should list at least five things you found out from your research, identify two to four influencers, brand ambassadors, or industry leaders, and list three competitors.

Step 4, set objectives: Set four SMART objectives (Unit 13) for your social media strategy.

Step 5, action plan: Identify specific social media platforms you will use, how often you will post, and four to eight content ideas that help build community and positive reputation. Additionally, identify how you will respond to customer comments and messages as well as how customer service will be acted out and create guidelines for the social media profile.

Step 6, implementation: Explain plan for when you will launch the strategy and how you will attract followers and build a community.

Step 7, track, analyze and optimize: Briefly explain what tools you will use to evaluate your social media efforts.

**SECTION 5: Global** **Analysis** (Unit 15) *Companies often consider expanding into other countries.* This section should examine the demographics of another country to determine the potential demand or acceptance related to the new product(s) being developed. Explore and discuss government regulation and how this might impact business operations. Use the information you discover about demographics and government regulations to guide global marketing strategy decisions.

**SECTION 6: Conclusion**

*Very little of these subsections in this section should include citations since it is mainly discussing your strategies for your newly created product - delete the sentence for final draft).* **Be sure to have an introductory sentence or two between main heading and subheadings. All subheadings must be addressed and are applicable to all companies.**

Marketing Implementation

Timeline of development stages, prototype, commercialization

Evaluation and Control

How will you measure success? How will you get consumer feedback? How will you apply change if necessary? (Example Unit 2)

Why this product?

Why should the CEO allow this new product idea to move forward? Your big sales pitch is here. In this section, you will bring together all of the benefits of introducing this product in a brief summary. Summarize details in your Section 1: Executive Summary of the benefits.

Overall Summary Paragraph

Be sure the paper does not just end abruptly. Bring all of the information together and draw a strong conclusion!

MARKETING WORKS CITED

Works cited should begin on the next page after your final paragraph. This should not simply be URLs copied and pasted. It should be properly formatted works cited. If you use google scholar, it will format your sources for you. NOTE: Works Cited are Single spaced. These are directions and should be deleted once you enter sources.