

Outline for Completing the Marketing Plan Assignment MKT501– Strategic Marketing

Use this format to plan your research and complete the SLP assignments. Your final paper in module 5 SLP should follow this outline. Note that the letters “a, b, c...” and the numbers “i, ii, iii, iv...” in the outline below are used to show the major issues you need to include in your paper and you should not use these letters and numbers to organize your paper.

Cover Page (1 page)

- a. Marketing plan title
- b. Course title and number
- c. Your name and date
- d. Name of Instructor

- e. Executive Summary (2 pages maximum)**
- f. Summary of what plan is designed to achieve
- g. Summary of key elements of internal environment and external environment analysis (only points that are relevant to understanding the action plan, only the point, not the analysis)
- h. Summary of prescribed goals and strategic approach to achieving them.
- i. Summary of key actions that are outlined.

Table of Contents (as many pages as needed)

I. Product Statement (2 pages maximum)

- j. Describe the company/organization
- k. Provide brief background of the organization
- l. Describe charge you have for this marketing plan
- m. Provide a brief overview of what issue you are studying, and how a marketing perspective can help address the issue.

II. Situation Analysis (3-6 pages)

NOTE: only include sections which are relevant to your charge. The relevance of each section of analysis should be clear to the reader.

a. External Environment Analysis

- i. Context Analysis
 - Industry forces that might impact success of any actions taken
- ii. Competitor Analysis
 - Any organization or message which may prevent any actions taken from being successful
- iii. Technological and Economical situation Analysis
- iv. Political, legal and cultural Analysis

b. Customer Environment Analysis

- i. Customer Analysis
- ii. Collaborator Analysis

c. Internal Environment Analysis

- i. Company Analysis

III. SWOT Analysis (3-6 pages)

a. Strengths and Weaknesses(Internal)

- i. Strengths
- ii. Weaknesses

b. Opportunities and Threats (External)

- i. Opportunities
- ii. Threats

c. SWOT Table

IV. Issues Analysis (2 pages maximum)

- a. Given your complete marketing analysis, what are the key issues which the company/organization must understand in order to address the charge that is being considered?
 - i. NOTE: This section concisely identifies the most important issues and decisions that the organization is likely to face when trying to promote the product in your charge
 - Bullet points (or numbered statements) are acceptable.

V. Goals and Objectives (2 pages maximum)

- a. The goals and objectives should be stated clearly and concisely
 - i. (Think S.M.A.R.T.).
- b. Do not "Discuss" the goals/objectives. Just present them.
 - i. Each goal/objective should be easily understood given your previous analysis and summary of key issues.

VI. Marketing Strategy Statements (2-6 pages)

- a. NOTE: These are LITERALLY STATEMENTS.
 - i. Do not provide detailed descriptions.
 - ii. These statements will guide your implementation.
 - iii. These statements should be logical given your analysis and goals.
- b. Target Market Definition

- i. NOTE: This is a short, final description of who your action plan will be intended to reach. You may simply be restating target population previously identified.
 - Describe the target market in demographic and/or psychographic terms.
 - Describe the key benefits/behaviors this target market seeks/prefers
 - Estimate the number of customers in this segment.
- c. Strategy Statements
 - i. Value Statement
 - 1. Why should “customers” adopt your strategic initiative?
 - 2. What does your initiative provide (or what do you suggest it provide) in order to encourage/support behavioral change.
 - a. Identify “the set of benefits that the strategy offers”
 - b. NOTE: The value proposition is intangible, it is made tangible through specific offerings/activities.
 - ii. Proposition Statement
 - 1. What is the key proposition on which the strategy and its activities should be based?
 - a. Refer to the “4ps” of marketing.
 - iii. Accessibility Statement
 - 1. What information or support materials must be made easily accessible?
 - a. Refer to the “4ps” of marketing.
 - iv. Communication Statement
 - a. What method of communications should be sought?
 - i. Print/radio and other traditional media?
 - ii. Social networking?

VII. Marketing Implementation (2-6 pages)

- a. Follow the format provided in the module 5 SLP.
- b. Remember, you should suggest at least 2 actions to be taken which can help achieve your stated goals and which are consistent with your strategic statements.
- c. What is the cost/budget of implementing the suggested actions?

VIII. Marketing Budget (1 page)

IX. References

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