**Below is the overall outline: for the first section:**

I.         Title Page

a.     Title:  Marketing Plan for \_\_\_\_\_\_\_(insert product name)

b.     Your name

c.     Prepared for MKTG 3300,  Spring Semester 2020

d.    for Dr. Jack A. Lesser

e.     Date

II.        Company and Product Description (Chapter 1)

a.      Company and Product Description – See Appendix A for example, after ch. 2.

III.       Mission/ Goals/Competitive Advantage/SWOT Analysis

a.    Write a mission statement for your company.

b.     List three non-financial goals and three financial goals.

c.    Explain your product's competitive advantage.

        --Give attention to the competitive advantage that you want to have, compared

            to others.

        --Show thought, and examine possible direct and/or indirect competitors to

            determine your competitive advantage.

d.    Conduct a SWOT analysis for your product - create a table with this information.

IV.        Situational Analysis

a.    External factors – create a table similar to Figure 3-1 and identify three trends related to each of the five forces ( social, economic, technological, competitive and regulatory) that relate to your product or service

b.     Describe how each of these trends represents an opportunity or a threat for your business

V.         Consumer Analysis

a.   Identify the consumers who, in your estimation, will help your firm be more successful – and, thus, be your primary target market – in terms of these individuals’ psychological qualities (psychographics).  If you wish, also consider “benefits desired,” demographic characteristics and any other kinds of characteristics you believe are important when defining your target market. However, give clear at to the psychographic qualities of your target market.

b.    Describe the (a) main points of difference of your product for this group and (b) what problem these characteristics help to solve for the consumer in terms of the first stage of the consumer purchase decision process in Figure 4-1

c.    Identify and explain the key influences for each of the four outside boxes in Figure 4-4 (you do not have to complete this for all of them, just the ones that would influence your business); (a) marketing mix, (b)  psychological (c) socio-cultural and (d) situational influences

\*\* Note that you will want to utilize secondary sources and terms from the chapter when completing this assignment.  References must they must be cited with proper APA formatting, or other professional style.   I am not extremely concerned about the actual style that you use for this paper, as long as it is professional.    However, students usually have the style I am showing below:

Report Style

·       1” margins

·       12 pt font

·       APA citation format or other professional style

o   [http://owl.english.purdue.edu/owl/resource/560/01/ (Links to an external site.)](http://owl.english.purdue.edu/owl/resource/560/01/)

o   [http://umclibrary.crk.umn.edu/apa6thedition.pdfLinks to an external site.](http://umclibrary.crk.umn.edu/apa6thedition.pdf)

·       Professional writing/language/sentence structure/tone/voice

o   Use bullet points sparingly

·       Use headings and subheadings where appropriate

·       Page numbers

·       No "precise" minimum or maximum number of pages – be sure to have all the required information and have given sufficient detail in your analysis and suggestions, above.

Note:

I will write everyone an e-mail about the consumer to use in your development of this section.  Specifically, in this consumer section (V), I would like you to examine "psychographic" qualities of the target market you want to select.  I am a strong “believer” in market segmentation!.  The better you can understand a consumer as “someone you have met before,” the better that you can market to the person!   This course, and project are still in the beginning stages!  For this first project, I do not expect that you will be perfectionistic about the target market you select.  Yet, by giving initial attention to a "psychographic" target market, that links to the image that you want to convey now, your ideas and logic can be improved later.