

**BUS343 Marketing Plan Project**

**Marketing Mix, Strategy, & Marketing Plan Justification (Component 3): Due Week 12**

You should have a fairly finished situation analysis and a solid STP together. You now must develop a marketing mix and design a marketing plan. Based on your situational analysis and chosen STP strategies, your team will develop the implementation details of the marketing plan. Try to be creative and think outside of the box.

For the week 12 tutorial you and your team will prepare a presentation containing:

1. Marketing Mix & Strategic Plan: An effective marketing strategy involves: (1) creating an integrated marketing mix (product, pricing, place, and promotion – the 4 Ps) aimed at developing a long-term, value-oriented relationship with a clearly defined target market; and (2) succinctly, enthusiastically, and effectively communicating the strategy and your vision to multiple audiences from management to corporate partners to customers in the form of a clear set of marketing objectives, along with a proposal for how you might implement, evaluate, and attempt to control as necessary. Make sure to detail how the elements of your marketing mix fit together and to clearly explain what will make the mix and strategy effective for your chosen target segment and your stated positioning. You should also make sure that you justify your chosen marketing mix and provide a sense of your expectations regarding their payoff. Lastly, you should connect these final elements with your overall plan and demonstrate that a logical flow exists across your deliverables. Note: in this final deliverable we will also be looking at your overall marketing plan and assessing it for creativity, achievability and addressing the goals (long term profitability/COVID-19).
2. Please also provide a references list of any secondary sources used in developing your marketing mix strategic plan. Assignments that are inadequately referenced (either lacking detail or improper format) will be subject to penalties.
3. Appendix: Provide an appendix of any important supporting data, including any new evidentiary data that you may chose to include to support your marketing mix justification. Do note that while the appendix can provide supporting information, the main body of the PowerPoint must be able to stand on its own. Include your situational analysis and STP strategy and justification in your appendix.

There is a guideline sample already up on Canvas for your convenience. Your TA will clarify whether you are doing a gallery walk presentation or a more formal one (~8 minutes).

**Marketing Plan Project - Component/Deliverable 3**

An effective marketing strategy involves creating an integrated marketing mix (product, pricing, place, and promotion – the 4 Ps) aimed at developing a long-term, value-oriented relationship with a clearly defined target market along with effectively communicating the strategy in the form of a clear set of marketing objectives in addition to a proposal for how you might implement, evaluate, and attempt to control as necessary. This should include details of how the elements of the marketing mix fit together and should clearly explain what will make the mix and strategy effective for each group’s chosen target segment and stated positioning.

**Grading Rubric: 40%**

For the last stage of the marketing plan each group will be assessed not only on the marketing plan overall, but also on the connections and quality of their final decisions in addition to how well the marketing mix suggestions are supported by their STP and situation analysis (this interconnection piece is key).

In the final deliverables, therefore each group will be assessed on their recommended marketing mix as interconnected components to assess how well the 4Ps support each other and how well they feed into the group’s overall marketing strategy.

1. **Proposed Marketing Mix (10%):** TAs will assign marks based on the quality of the proposed marketing mix and the logical fit of each of the 4Ps with each other.
2. **Strategic Plan (8%)**: Similarly, TAs will assign marks based on both how well the planning decisions (marketing objectives, proposed implementation, evaluation and control) appear to be supported by the proposed marketing mix elements.
3. **Justification of Marketing Mix and Strategic Plan (14%)**: As the proposed marketing mix and strategic action plan, are essentially related to the execution of your STP strategies, we assess to what extent the proposed implementation details are connected to (1) the situational analysis and (2) the STP strategies, and specifically how well each group justifies these connections. TAs will also evaluate how well all of the elements contribute logically to each group’s marketing plan as a whole. For this section each group should work to make sure that there are no contradictions or inconsistencies amongst their arguments and that the decisions flow logically.
4. **Achievability, Creativity, and COVID-19 Appeal of Marketing Plan (6%)**: As a whole, your overall marketing plan needs to show a level of achievability. For the achievability aspect make sure that any suggestions appear reasonable and actionable in the real world. Your marketing plan will also be rated on its creativity, as well as its success in addressing our current COVID world in some form. Your TA will assess these elements based on the information that each group gives in their final presentation set so make sure that the situation analysis, STP, and marketing mix and strategy are informative regarding these components of the plan. Each of these three aspects will be awarded 2%.
5. **Presentation (2%):** Again, a small component goes to overall presentation, organization, and references.

**Marking Rubric**

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| **Category** |  |  |  |  |  | **Score** |
| Quality of proposed Marketing Mix (4Ps) and logical fit of components (10%) | **Most of the components** of the marketing mix (4P’s) are not well articulated or integrated with each other. Mix is seriously lacking logic. Mix is barely supported by situation analysis and STP.  2pt | **Less than half of the components** of the marketing mix (4P’s) are well articulated and integrated with each other. Mix is somewhat lacking logic. Mix is poorly supported by situation analysis and STP.  4pt | **Most components** of marketing mix (4P’s) are articulated and somewhat integrated with each other. In general mix is logically constructed. Mix is somewhat supported by situation analysis and STP.  6pt | **At least three components** of marketing mix (4P’s) are reasonably articulated and integrated with each other and are logically constructed. Reasonably supported by situation analysis and STP.  8pt | **All components** of marketing mix (4P’s) are clearly articulated, integrated with each other and are logically constructed. Fully supported by situation analysis and STP.  10 pt | **Max 10** |
| Quality of Proposed Strategic Marketing plan (8%) | **Strategic Plan** is poorly articulated and is poorly supported by marketing mix elements. Strategy is barely-passably supported by situation analysis and STP.  1pt | **Some or most aspects of the strategic plan** are reasonably articulated or supported by marketing mix elements. Strategy is passably supported by situation analysis and STP.  2pt | **Some or most aspects of the strategic plan** are well articulated and supported by marketing mix elements. Strategy is reasonably supported by situation analysis and STP.  4pt | **Most aspects of the strategic plan** are very well articulated and supported by marketing mix elements. Strategy is reasonably supported by situation analysis and STP.  6pt | **Strategic plan** is extremely well articulated and well supported by marketing mix elements. Strategy is very well supported by situation analysis and STP.  8pt | **Max 8** |
| Justification of Marketing Mix (14%) | Marketing mix and plan are poorly justified by the situational analysis and STP strategies. There is little logic to the way the overall marketing plan is supported and constructed.  2pt | **Some** aspects of the marketing mix and plan are derived logically from the situational analysis (and/or additional supporting evidence) and are consistent with the STP strategies. The marketing plan overall is marginally constructed with some major flaws in places.  5pt | **Many** aspects of the marketing mix and plan are derived logically from the situational analysis (and/or additional supporting evidence) and is generally consistent with the STP strategies. Overall the marketing plan is reasonably constructed, but is missing minor links.  8pt | **Most** aspects of the marketing mix and plan are derived logically from the situational analysis (and/or additional supporting evidence) and are consistent with the STP strategies. Overall the marketing plan is well situated and constructed.  11pt | **All** aspects of the marketing mix and plan are derived logically from the situational analysis (and/or additional supporting evidence) and are consistent with the STP strategies. Overall the marketing plan is very well situated and well constructed.  14pt | **Max 14** |
| Achievability, Creativity, and COVID-19 Consideration of Marketing Plan (6%) | Marketing Plan overall is largely unachievable, shows little or no creativity, and/or does a poor job of addressing COVID-19.  1pt | Marketing Plan is achievable in places, somewhat creative, and does a passable job of addressing COVID-19.  2pt | Marketing Plan overall is reasonably achievable, creative, and does a reasonable job of addressing COVID-19.  3pt | Marketing Plan overall is reasonably achievable, creative, and does a good job of addressing covid-19.  4.5pt | Marketing Plan overall is extremely achievable, creative, and does a very good job of addressing COVID-19.  6pt | **Max 6** |
| Presentation organization and references (2%) | **Poor** presentation, organization  and references  0.25pt | **Acceptable** presentation, organization and references    0.5pt | **Good** presentation, organization and references  1pt | **Very Good** presentation, organization and references  1.5pt | **Excellent** presentationorganization and references  2pt | **Max 2** |

You will need to submit the presentation deck to your TA through the “Assignment” function of Canvas before the deadline, which is at the start of the week 12.

The above marking rubric is also posted on Canvas under the assignment dropbox where you will be submitting your final component two deliverable.