# Final Marketing Plan Presentation 55 points

# Instructions 4 points

1. Please read all the instructions and ensure each part is covered in your presentation.
2. Create a presentation which includes:
3. A video showing your PowerPoint presentation with voice-over in which all members of your team are heard. This should take a ***minimum*** of 15 minutes and a ***maximum*** of 20 minutes. Please follow the slide order in these instructions. This will be submitted in its own link.

A slides only deck (PPT file), which you will submit in a separate link. (Failure to do so will result in a 1-point deduction)

1. Please save your recording as an .mp4 file, so it is one continuous recording opposed to each slide having its own recording.
2. **We recommend you record the entire presentation (instead of just adding to your midterm presentation) for better flow, consistency, and conciseness.**
3. Your presentation should include the slides from your midterm presentation, **with all the changes suggested by the graders in their feedback (even if no points were deducted).** Even if you got full marks on the midterm and no suggested changes from the graders, you may want to consider making changes to improve the presentation (after all, you now know more and have more information) and/or for conciseness.
4. Assume that your presentation will be delivered to a Venture Capitalist, from whom you are seeking funding, or the VP of Marketing, if your marketing solution is for an existing company.
5. The content should be covered between your slides and in your voice-over, but the slides must not be too dense, or points will be deducted. There is no slide number limit. Remember not to read the points on the slides; the voice over should complement the content in the slides.
6. Use the **example Final Marketing Plan presentations on Canvas** as a guide only.
7. Please include citations on the slide to which they are applicable, not references at the end. You can do so by adding a footnote on the slide with your sources.
8. **Agenda and team introduction slides are not needed. Make sure to follow the flow of these instructions in the listed order.** (Tip: Treat these instructions as a checklist.)

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| --- | --- | --- | --- |
| **Section** | **Scores** | **PIC** | **Time** |
| Instructions | 4 | Kennedy | TBC |
| Title | 1 | Same as mid-term | TBC |
| Abstract/ The Hook | 1 | Same as mid-term | TBC |
| Environmental Analysis | 3 | Same as mid-term | TBC |
| Strategic Recommendation | 4 | Same as mid-term | TBC |
| Value Proposition | 2 | Same as mid-term | TBC |
| Target Customer Segment | 8 | Derek | 1-2mins |
| Marketing Mix 4P (+3P) | 16 |  |  |
| * Product |  | Shang | 45-60s |
| * Price |  | Kennedy | 45-60s |
| * Promotion |  | Maryam | 45-60s |
| * Place |  | Shang | 45-60s |
| * 3P (People, Process, Physical Presence) |  | Maryam |  |
| Financial Projections (Mod 7) | 3 | Scott | 1-2 mins |
| KPI | 9 | Sour & Kennedy | 1-2 mins |
| **Appendix 1** – Marketing Survey Result | 3 | Derek |  |
| **Appendix 2** – Individual Contribution | 1 | Kennedy |  |
|  | **55** |  |  |

**Next Step:**

* Finish marketing survey: get 8 responses before Sep 26
* Financial Forecast (): regroup Sep 25 (Thu) CST19:00/ EST20:00
* Finalize the deck: Oct 3 (Fri)
* Comment on the deck: Oct 4 (Sat) or **regroup**
* Complete the first Recording: Oct 5 (Sun)
* Finalize the Video: Oct 6 (Mon)
* Submission: Oct 7 (Tue)

# Slides

# 1. Title Slide 1 point

Please include your title slide from the midterm, with any requested changes made and check you have included all the elements from the midterm instructions.

# 2. Abstract/The Hook 1 point

Include the abstract/hook from the midterm, with any requested changes made and check you have included all the elements from the midterm instructions.

# 3. Environmental (Situation) Analysis 3 points

A. Include your midterm slide(s) on Company, Customers, Competitors, and Collaborators, with any requested changes made and check you have included all the elements from the midterm instructions.

B. Include your midterm slide(s) on Context/PESTELE, with any requested changes made and check you have included all the elements from the midterm instructions.

C. Include your midterm slide(s) on SWOT Analysis, with any requested changes made and check you have included all the elements from the midterm instructions, especially the key takeaway statement.

**4. Strategic Recommendation and Marketing Objectives 4 points**

Include Section 4 from your midterm, with any requested changes made and check you have all the elements from the midterm instructions.

**5. Value Proposition (Brand Ladder and Positioning Statement) 2 points**

Include Section 5A and 5B from your midterm, with any requested changes made and check you have all the elements from the midterm instructions.

**For sections 6 & 7, use Qualtrics survey results (primary market research) and additional secondary data (secondary market research) to reveal the essential customer knowledge on which to justify your positioning and marketing mix decisions**.

**6. Target Customer Segment 8 points**

**This is the proposed target segment and should be based on your primary market collected in the Qualtrics survey and additional secondary research to supplement.** This section must include a thorough description of the following target market insights:

i. Demographics, e.g., age, gender, income, education level, and other relevant factors  
ii. Psychographics, e.g., lifestyle, values, and interests that influence their decisions  
iii. Behavioral, e.g., the benefits they seek, buying patterns and usage occasions

**Use your secondary data and Qualtrics survey results to reveal the essential customer knowledge on which to base your positioning and marketing mix decisions**.

Possible Qualtrics questions for target consumer segment, *in addition* to demographic questions:   
*“When do you typically purchase products in this category?”* Timeframes or specific occasions   
(e.g., “At the beginning of each month,” “During holidays,” “Anytime I run out”).*“How often do you purchase products in this category?”* Frequency scale (e.g., Daily, Weekly, Monthly).  
*“Please indicate how strongly you agree or disagree with the following statements regarding your reasons for choosing this product.”* Agreement scale (e.g., Strongly Disagree to Strongly Agree), with statements such as “I choose this product for its reliability,” ““I select this product for its convenience.”

**7. Marketing Mix 16 points**

Next to the value proposition*,* ***this is the most important section of the marketing plan*** and should be the most thoroughly researched. This component should provide considerable details regarding each element of the marketing mix:

1. Product
2. Place/Distribution
3. Price
4. Promotion

**Although you will use both secondary data and primary data (i.e., the results of your Qualtrics survey) to inform each of the 4Ps**, **the *primary data from your Qualtrics survey* you collected is critical here.**

## A. Product

Describe each component of the product and why it creates value; describe other elements of the product such as packaging or the brand look/feel, and how these could enhance product adoption. If you plan to launch different product variants (e.g., different sizes/flavors; brand extensions), these must be described here as well. **Possible Qualtrics questions**: *How likely are you to purchase the following types of products? How important are the following attributes when purchasing the product?* (Note: You would not use the word product but substitute with your own product or service).

## B. Place

Describe:

i. The geographic location (the solution will be sold in the US, but please add specifics, e.g., geographic region, urban/suburban, etc.)

ii. The types of distribution channels—online, mass merchandisers, etc.

iii. Product placement within the store or online channel (based on positioning)

**Possible Qualtrics question**: *How likely are you to purchase the product in the following outlets?*

## C. Price

Describe your market entry strategy and any different price points for product variants. If you are working with an existing product, and plan to change the price, describe these changes and explain why you chose this tactic. If you plan to keep prices the same, describe and justify this existing pricing strategy. **Possible Qualtrics questions**: *How likely are you to purchase the product at the following price points? What is the maximum price are you willing to pay for a product that provides these benefits?* (The first question is more important, of course. However, you could use multiple questions).

## D. Promotion

Describe your campaigns at each stage of the 5 stages of the Consumer Decision Making Process (please refer to Coursera’s MOOC 2, Lesson 4-3 and 4-4), which includes Problem Recognition, Information Search, Evaluation, Purchase Decision, and Repeat Purchase/Loyalty. You must demonstrate an integrated marketing communications plan that uses the most appropriate tools to reach your target. Do not simply say that you will run a sales promotion campaign but describe what the actual promotion should be.  
  
Remember, unless you are writing a plan for a large corporation, national TV advertising may well be out of reach. You may be able to advertise on local channels, however. Also, does your audience spend a lot of time watching TV, or do they get their product information primarily on social media? If you are a small business with a limited budget, you may even need to consider guerilla marketing tactics, which are low cost and rely on being unexpected or surprising to get attention. **Possible Qualtrics question**: *How likely are you to use the following sources to get information about the product?* (e.g., Facebook, Instagram, television, email, recommendations from family and friends, etc.)

**E. The 3 Extra Ps of Service Marketing**

Businesses operate on a product-service continuum, meaning most include some degree of service. Please provide a short description of the 3 extra Ps for your solution:   
**People** (any individual or group who directly or indirectly affect the customer experience)

**Process** (procedures by which the customer experience is delivered and consumed)  
**Physical Evidence** (provides tangible physical and digital cues that convey the nature and quality of the customer experience through all 5 senses)  
See Coursera MOOC 2 Lesson 1-2, the required readings in Module 5 on Canvas and **more guidance will be provided in the Live Sessions**. (Note: Do not describe the 8th P of Partners.)

**8. Financial Projections (submitted initially in Module 7) 3 points**

Make any amendments suggested by the graders to the projections you submitted in Week 7. Then, include a summary (either text or graphics) of the following:

1. Promotional Marketing Budget
2. Sales Forecast
3. Promotional Marketing Return on Investment, including the Annual MROI figure

**9. Key Performance Indicators (KPIs) 9 points**

This section details how the marketing plan results will be measured and evaluated.

Your marketing objectives (Section 4) have targets, and if they are not met, you need a plan to improve performance.

Create a three-column table with the following information:

1. List each of your marketing objectives from **Section 4** (***not the*** 4Ps).
2. For each objective, establish a target/key performance indicator to be reached by the **end of Year One (must be measurable).** Remember, the KPIs are the numerical targets of your marketing objectives.
3. For each objective, establish the potential remedy to improve performance if the target is not met (i.e., identify a Plan B).

**There is no need to include the appendices in your voiceover, but they must appear on the slides.**

**Appendix 1 3 points**   
  
Include a copy of your primary market research results, e.g., your Qualtrics survey results. Add a sentence indicating that additional results (because you should have included some results in parts of the main presentation) can be found in Appendix 1.

**Appendix 2 1 points**   
  
Please complete the table below, indicating each team member's contribution to this assignment. If a team member has made minimal or no contribution, please describe the situation in one or two sentences. Additionally, if you were unable to contact a team member, please note that as well.

## Team Member Contribution Template

|  |  |
| --- | --- |
| **Team Member Name** | **Briefly describe team member’s contribution to this assignment** |
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