

Each group will be required to develop a full Marketing Plan for a new, realistic, never---existed---before product or service. PRODUCTS PRESENTED BY OTHER GROUPS IN PREVIOUS SEMESTERS CANNOT BE USED. Your plan will have to have as a minimum the following items:

- PART A –
  - Cover Page with company name, product name, group members, date, class and section and PART A
  - Project idea description
  - Organization's Mission and Objectives.

Grading for the parts will be based on the posted rubric. Make sure you read it before you submit any of the parts!!!

**PART A – COVER PAGE** (Cover Page with company name, product name, group members AND group letter, date, class and section and PART A)

Make sure your report contains a cover page with the names of the members of the group, class and section, group name or product name and date.

### **Company and Product or Service Description**

Please describe what your company and your product or service will be. The product or service should be new, realistic, and it should not have been done by any other group in this class or previous semesters' classes. Create a SINGLE product or service. Keep it simple! Tell me if it is a consumer product/service or a business product/service. Make sure you know the distinction between the two because the marketing plan will be different for a business product than for a consumer product. Need ideas? Check [Kickstarter.com](http://www.kickstarter.com)

### **Organization Mission**

The mission statement is a motivational, guiding vision that defines the business in terms of customer needs fulfilled. For example, Exxon doesn't sell "gasoline," they provide "fuel transportation" and Kodak doesn't sell "film," they "preserve memories." The mission statement should also explain how the company is different from all other companies in the same industry. What is it that you consider to be your "Distinct Competitive Advantage?" Why would people buy your product rather than your competition? Your mission should be no more than a couple of paragraphs. Remember that this is a company-wide statement so you should not have a reference to the product in your mission statement. Think company wide, not product specific.

Need ideas? Check: [http://www.missionstatements.com/company\\_mission\\_statements.html](http://www.missionstatements.com/company_mission_statements.html)

### **Organization Objectives**

Overall organizational objectives detail what is to be accomplished over a given time period, usually in terms of profits, market share, growth or diversity. Objectives should BE SMART: Specific, Measurable, Attainable, Realistic, Time constrained: 1) what is to be measured, 2) a concrete measure, and 3) the time period. For example, "Using web surveys to measure customer satisfaction, we hope to increase customer satisfaction by 5% over the next fiscal year" or "to attain a profit margin of 20 percent within two years" are examples of objectives. These are objectives for the whole firm and are not strictly related to marketing. They may include the size of the company, number of products, ROI, contribution to society, etc. Again, this is company-wide, **NOT product specific**. If your organizational objectives mention or are focused on your product, then they are INCORRECT. Your objectives should filter down from your mission. If in your mission you state that your company will be socially responsible and environmentally friendly, then your organizational objectives should focus on those two areas at least.

GROUP: \_\_\_\_\_

Note: You may lose points for items that are not on the list, but are still expected for a college-level assignment. For example, plagiarism results in a 0. Spelling, grammar, unclear/vague language, cliché's, huge font sizes, ridiculous formatting decisions, etc., can all cause you to lose points. If in doubt, ask Dr. Upshaw. Formatting advice can be found in another document on Moodle.

**Marketing Plan Grading Rubric (220pts PART A: 70pts, PART B: 75pts, PART C: 75pts)**

<b>PART A</b>	<b>EXEMPLARY A</b>	<b>GOOD B</b>	<b>SATSIFACTORY C</b>	<b>UNACCEPTABLE Fail</b>
<b>Cover Page (Company name, product name, student names, class and section) (5 pts)</b>	All required items present	Missing one of the items	Missing two of the items.	Missing more than two of the required items.
<b>Product Description (15 pts)</b>	The product is new, never presented, realistic and a clear description is provided including business / consumer differentiation			The product is not new, or not realistic, or no clear description has been provided. No differentiation provided. The product has been presented already.
<b>Organization's Mission (20 pts)</b>	The organization's mission clearly defines the guiding vision of the company in terms of customer needs fulfilled and distinguishes the company from others in the same market. Overall organizational objectives are included and they are measurable (profit, market share, growth, diversity).	Both, organization's mission and objectives are present, but one or both are missing the customer's needs and/or the measurability component is missing	The project is missing either the organization's mission or the organization's objectives.	Organization's Mission and Objectives missing.
<b>Organization Objectives (at least 3) REALISTIC, MEASURABLE, TIME SPECIFIC (30 pts)</b>	The objectives are clearly stated and are realistic, measurable, and time specific.	The objectives are somewhat clearly stated, and comply with 2 of the 3 criteria for good objectives.	The objectives are described in general terms and contain only 1 of the 3 criteria for good objectives.	Unclear or vague explanation of the organization objectives.