

**PART B – COVER PAGE** (Cover Page with company name, product name, group members AND group letter, date, class and section and PART B) Make sure your report contains a cover page with the names of the members of the group (or your name only in the case of an individual project), class and section, group name or product name and date.

### **Situation Analysis & Environmental Situation**

The environmental factors discussed in chapter 2, competition, legal/political, socio---cultural, technology, and economy, and their potential/prospective effects on the marketing efforts of the firm should be discussed in this section. For example, the changing demographics of the nation, such as the new baby boom, may affect the sales of Pampers diapers, or the likelihood of a recession may affect sales of the new Toyota vehicle, Echo, so these factors should be thoroughly examined. This is NOT how you affect the environment but how the environment AFFECTS your product and your company. For example, programming apps for smart phones is a business that grew thanks to the appearance of smart phones or for example, how the latest government regulation changes approving the sale of Marihuana in Colorado has created a large market with businesses taking advantage of environmental legal change to make lots of money.

Each part of the environment should be addressed under a separate sub---title (i.e. Competition, Society, Economic Conditions, etc.). For each environmental factor, you should include a “so what?” statement telling me why we should care and what effect this factor will have on the firm and your marketing efforts. (This leads into your analysis of the situation). **This section requires secondary research.**

The competition subsection is especially important and should be comprehensive to explain who competitors are and what their positioning is (price, attributes, guarantees, competitive advantage, etc.). You should develop a “competitors” table somewhat similar to the one below for your product. However, don’t just make a table and move on. Tell me about competitors. What do you need to know to plan strategy? (**Major HINT: You cannot adequately write this section without doing secondary research.** Make copies of relevant information that you find, place them in the appendix and refer to them in the body of your paper.)

Bath Soap Competitors  
(Abbreviated List)

	Price/oz	Image/competitive advantage	Distribution
Ivory	6.9	99.44% Pure	Everywhere
Coast	11.9	Eye opener/refreshing	Everywhere
Dial	13.1	Antibacterial/deodorant	Everywhere
Tone	16.5	Natural moisturizer	Discount

(Large points, but remember, this is descriptive. Analytical and Prescriptive is where the really big points are.) The next part of the paper is the “Analysis” section. This is where you have the opportunity to gain many points. Here, you take the information that you described in the previous sections and decide what it means for your firm. What effect does the information that you described have on your company, your selection of a target market, that target market’s needs/wants, your competition, your suppliers? Why is what you wrote above important and what does it mean for you? This is what you are supposed to be learning in college: how to take information and determine what it means. Impress me.

### **SWOT analysis**

Internal company Strengths and Weaknesses, and external Opportunities, and Threats that affect a company’s marketing efforts should be detailed. For example, when America Online (AOL) changed their pricing strategy from charging

consumers based on the time spent online to a flat rate, the company experienced tremendous usage, so much so that the access telephone lines were continuously busy and customers could not readily access AOL. This presented a “strategic window” of opportunity to capture AOL customers for other competing Internet providers. It was a fantastic OPPORTUNITY for other internet providers. Other “opportunities” include new trends, new technologies, and new events, such as an upcoming Olympics, Super Bowl, or holiday. Make a separate sub---section under “SWOT” analysis for each part. Once again, you should include a “so what?” statement telling why we should care and what effect this factor will have on the firm and your marketing efforts. **This section requires secondary research.** (Very Large points.)

Here starts the “Prescription” section of your paper. Now that you have analyzed your company and the environment around you, it is time for your company to act. Here, you decide what it is that you want your company to do and how to accomplish these things. First, you decide on a specific group of people whose needs/wants you and your company will meet. You will decide what you wish to accomplish, and then develop strategies using your marketing mix to accomplish these things. This is the other skill that you must develop to do well when you get out of college. Now that you know what the situation is, what are you going to do? Build a logical basis for selection of your target market and each of the things that you decide to do with your marketing mix to meet their needs.

## **Marketing Strategies**

### **Define and Profile Target Market**

Plans for segmenting the market should be discussed in this section. What are their needs? (What do they need to accomplish with a product? How will they use it? What are their information needs? What are their convenience needs? Etc.) What do they do? Where do they live? What is their lifestyle like? What do they currently use to meet this/these need(s)? How well is this working? What is their stage in the family life---cycle? Why is this group a good target market for your firm? This section is research based—this means that YOU MUST CONDUCT SECONDARY RESEARCH to determine characteristics of your likely customers to best provide a detailed profile of the target market and consumer behavior using as many of the market descriptors as possible. This includes demographics, geographics, psychographics, benefits sought, behavioral and situational.

You do not make ANY product for all people. Show what you have learned about market segmentation. Tell me who the market is, then choose appropriate segmentation variables. Identify several market segments. Evaluate them. Provide a logical case for having chosen the segment that you did choose. (Super---sized points! This is prescription.)

### **Marketing Objectives**

Specific objectives to be accomplished through marketing efforts should be detailed here. Marketing objective examples include, market share, market growth, sales, customer satisfaction rates, number of new products introduced, etc. Remember, a good objective is specific, measurable and time limited. It might be best to “bullet” each objective rather than including a number of objectives in a rambling paragraph. (Very Large points. This is where you start to prescribe what needs to be done to appropriately market your product to your chosen target.) How is this different from what you did in Part A? Well, Part A had company-wide objectives, but these are product specific. PROVIDE AT LEAST THREE product specific objectives. Objectives have to be SMART: Specific, Measurable, Attainable, Realistic, Time Constrained.

### **Positioning Statement**

The position or image that consumers should have about the product should be stated in this section. This section should include a positioning statement that is the “theme” or “slogan” to match the desired image along with justification/explanation for the theme selected. For example, “Where do you want to go today?” (Microsoft), “Fly the friendly skies of United” (United Airlines), “Always Coke,” etc. (small---medium points).

NAME: \_\_\_\_\_

Marketing 3230- \_\_\_\_\_

Date \_\_\_\_\_

<b>PART B 75pts</b>				
<b>Cover Page</b> (Company name, product name, student names, class and section) <b>(5pts)</b>	All required items present	Missing one of the items.	Missing two of the items.	Missing more than two of the required items.
<b>Environmental Situation</b> --- Competition, legal/political, socio-cultural, technology, and economy <b>(15pts)</b>	All required items present and relevant to the product and company. Secondary research has been utilized to support description of items.	All required items present but one or more do not describe relevant information for the company/product and/or secondary research is missing	Two of the required items are missing. Secondary research is missing.	More than two of the required items are missing. Secondary research is missing.
<b>SWOT Analysis</b> (use of secondary data, industry, and competition analysis) <b>(15pts)</b>	Secondary data have been used and integrated in the text to discuss all applicable facets of the external environment, to include an industry discussion and analysis of the competitive landscape.	Secondary data have been adequately used to discuss most facets of the external environment, to include an industry discussion and analysis of the competitive landscape.	Secondary data have been sporadically used to discuss some facets of the external environment, to include at minimum an industry discussion and analysis of the competitive landscape.	Minimal or no use of secondary data to discuss the external environment, industry, and competitive landscape.
<b>MKTG Objectives</b> At least 3, and should be: MEASURABLE, TIME SPECIFIC, and REALISTIC <b>(15pts)</b>	The objectives are clearly stated and are realistic, measurable, and time specific. (S.M.A.R.T.)	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 marketing objectives.
<b>Target Market</b> <b>(15pts)</b>	Detailed definition and description of the target market(s), includes a discussion of the segmentation variables used. This includes demographics, geographics, psychographics, benefits sought, behavioral and situational. Secondary research included.	Good definition and description of the target market(s), while mentioning the variables used to segment the market. This includes demographics, geographics, psychographics, benefits sought, behavioral and situational. Secondary research missing.	Adequate definition of the target market(s), but one or more of the segmentation variables is missing (includes demographics, geographics, psychographics, benefits sought, behavioral and situational). Secondary research missing.	Unclear or vague definition of the target market(s). Segmentation missing. Secondary research missing.
<b>Reference page + In text citations</b> <b>(10 pts)</b>	In text citations and references are present and correctly formatted.	In text citations incorrectly formatted or References incorrectly formatted	In text citations AND reference page incorrectly formatted	In text citations AND reference page MISSING
College level writing is expected. Points may also be deducted for grammar errors, overly spoken tone, clichés, vagueness, overly general statements, difficult to follow/comprehend passages, etc. The writing must be appropriate for a professional audience and/or reader.				