

## PART C (simplified list)

- Cover Page with company name, product name, group members, date, class and section and Part C
- Marketing Mix (Secondary research required)
- Monitoring and Evaluation.
- Implementation
- Executive summary
- Works Cited or Reference List + in text citations when needed
- Appendices (Logos, company ads, commercials, graphs ... )

### **Part C: More detailed info:**

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

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

### **The Marketing Mix (Very Large Points. Major prescription to be done here.)**

**Product** -- The product section should provide a detail explanation of the product — what it is, what it does, features and expected benefits, name, product line, packaging, branding, warranty, etc. Each of these things should tie back to the needs and characteristics that you discussed about your target market. For example, if your target market is at the age, income level, and family lifecycle stage where they are likely to live in apartments, then the product should have features that allow it to be stored easily and not take up much space. Likely, it should be designed to minimize noise so as to not disturb neighbors in the next apartment. What else should this indicate about product features and desired benefits?

**Place** -- Details about where and how the product is to be delivered to the ultimate consumer should be discussed in this section. For example, intensity of distribution, types of retail outlets used, how products are transported, location, etc. Don't just say that you are going to sell the product in Best Buy. Provide a logical case as to why it should be sold in that store as opposed to WalMart or Dillards.

**Promotion** -- Plans for promoting the product in an integrated marketing communication format for both the ultimate consumer (pull strategy) and the retail trade (pull strategy) should be detailed in this section. Specifically, plans for using the various types of promotional tools: 1) personal selling, 2) advertising, 3) publicity/public relations, 4) sales promotion, direct marketing, and sponsorships, as well as media selection and scheduling should be explained. Don't just say that "We are going to advertise on TV." Based upon your target market, what programs, magazines, newspapers, etc. would be used? Why?

**Price** -- The pricing strategy for the product should be detailed in this section. The cost to produce the product, estimated demand, legal/ethical concerns and strategic concerns should be outlined to determine price and estimate profits. Also include possible tactics that will be used to allow adjustments to the base price over time. What does/can your target market pay for a product such as this? Will a higher price be needed to signal quality? (Once again, this is a Major Points section)

## **Implementation**

The timeline for implementing specifics of the marketing mix is presented in this section. When do things need to be started in order for them to happen when you want them to? For example, in order to have an ad ready for Super Bowl, you need to start on it months ahead of time. You may create a Gant Chart with your specific timeline dates and periods of time. (Small points)

## **Monitoring, Evaluation, and Control Procedures**

This section details how results of the plan will be measured on an ongoing basis. Monthly or quarterly updates of sales may be made to compare against projects, for example. If sales are far from projection, actions to be taken should be explained. Check your product objectives and your company objectives. How are you going to monitor that your company is actually meeting those objectives? What are you going to do if those objectives are not met? (Small points)

## **Executive Summary (small points)**

This is the last section of the paper that you write. An executive summary consists of a short summary (usually one to two paragraphs) of each of the major sections of the paper. You would use this to point out THE MOST IMPORTANT information in each section. Be sure to use captions for each of the sections that you summarize. Do not make the Executive Summary one long, rambling paragraph.

## **Appendix**

Copies of research reports, charts, graphs, advertisements, brochures, etc. should be place in the appendix of the marketing plan. Don't just attach a bunch of stuff to the back of your paper. I do not grade by weight. Highlight important things in the Appendix and refer to pages or sections of your Appendix throughout the paper. If you do not do this, I will assume that you think that I grade by weight of the paper and you did not read or use the material in the appendix and you will receive no credit for it being there. (Large points)

## **A few closing comments.**

First, your main goal is to impress the teacher (ME) with your MARKETING KNOWLEDGE. Re-read the paper. If you could have written what you did before you took this class, you likely will not receive a good grade. The whole reason for the paper is to show that you know how to use what we have talked about in class and in your book. Use it, and use it correctly.

Second, don't put this off. You will not get a very good grade if you do not base your plan on research, and that takes a while to do the research necessary. Start soon.

Third, do it together. All parts depend upon all other parts. Meet often and discuss what you have found in your research and how this can be used based upon what you and your group have learned in class.

Save your work on more than one location. I will bet you right know that at least one group has a late paper because their data has been corrupted/crashed or doesn't work. This is not an excuse.... Sorry!

Finally, you can tell if your paper is a good one if you could hand it to someone and they could DO what you have written down without coming back to ask you lots of questions.

Good luck. Those who work hard usually have very good luck.

<b>PART C 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>Marketing Mix</b> (PRODUCT, PLACE, PRICE, and PROMOTION) <b>(35pts)</b>	Detailed, specific and creative (e.g. prototype of product, sample of developed promotional material, rough edit of a tv or radio commercial, etc...) discussion of all elements of the marketing mix appropriate for the target market(s).	Solid (specific) discussion of each element of the marketing mix which is appropriate for the target market(s).	Specific discussion of at least 2 of the 4 elements of the marketing mix appropriate for the target market(s).	Unclear and vague discussion of the element of the marketing mix.
<b>Monitoring, Control, &amp; Evaluation</b> <b>(10 pts)</b>	Continuous evaluation, control, and monitoring tasks are implemented in the marketing plan for a period of time or until objectives are reached.	The marketing plan is missing one of the three elements of the post-implementation.	The marketing plan is missing two of the three elements of the post-implementation.	The marketing plan is missing all three post-implementation elements.
<b>Implementation</b> <b>(5 pts)</b>	The timeline for implementing specifics of the marketing mix is present and contains all major items.	The timeline for implementing specifics of the marketing mix is present but is missing information about 2/3 major items.	The timeline for implementing specifics of the marketing mix is present but is missing information about more than 4 major items.	The timeline for implementing specifics of the marketing mix is missing.
<b>Executive Summary</b> <b>(5 pts)</b>	Short summary of all important aspects of the report present. No more than 2 pages long. A paragraph for each area maximum.	Missing one of the important areas of the report OR more than 2 pages long OR more than a paragraph for each area.	Missing two of the important areas of the report OR more than 2 pages long OR more than a paragraph for each area.	Missing more than two of the important areas of the report OR more than 2 pages long OR more than a paragraph for each area.
<b>Appendices + In text citations and reference page</b> <b>(15 pts)</b>	Copies of research, articles cited, graphs, or any other important resource needed to better understand the report is present. In text citations and references are present and correctly formatted.	Copies of research, articles cited, graphs, or any other important resource needed to better understand the report are NOT present OR References and/or in text citations are NOT correctly formatted.	Copies of research, articles cited, graphs, or any other important resource needed to better understand the report are NOT present OR References and in text citations NOT PRESENT	Copies of research, articles cited, graphs, or any other important resource needed to better understand the report are NOT present AND References and in text citations are 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.