

High School Marketing Plan Performance-Based Assessment Written Report Guidelines

Format and information to be included in the report:

Title page

Name of Report

Author: First Names Only (DO NOT include last names)

Team Name

Table of Contents - Components of the report should be presented with accompanying page numbers.

Body Outline

- I. Executive Summary - A brief summary of the main goals and recommendations of the marketing plan for managerial review, including:
 - Project goals
 - Assumptions
 - Highlighted details of the marketing plan
 - Recommended course of action

- II. Market Research/Analysis – Market research and analysis that is sensitive to cost and time constraints
 - A. Marketing Environment – Environment of the business which may include the following external factors:
 1. Demographics
 2. Economic environment
 3. Natural environment
 4. Technological environment
 5. Political environment

 - B. Consumer Market(s) Analysis – Describe how market research information was used to evaluate how buyer characteristics influence buying behavior. Buyer characteristics may include: cultural, social, personal, or psychological factors.

 - C. Customer Profile
 1. Customer profile that applies knowledge of and analyzes influences affecting buying decisions such as buying roles, types of buying behavior, or buyer decision-making process.
 2. Decision making model that may shed light on various stages in the buying process for the chosen product market.

 - D. Situation Analysis
 1. Provide a situation analysis that examines current market conditions in which the product or service will be competing. The analysis may include:

comparison of features/benefits of products/services currently offered to the market by competitors; identification of specific external and internal factors affecting the current competitors and their market(s); documentation and analysis of market shares, detailed sales, marketing expenditures and sales statistics of primary competitors.

2. Perform a SWOT analysis. Identify external opportunities and threats in the product market. (Do this first please!) Identify internal strengths and weaknesses of the product manufacturer or service provider. (Do this second please!)

E. Target Market

1. Justify the selection of a viable target market based on an identified business opportunity by utilizing market research information.

III. Marketing Problem – Summarize the current challenges and opportunities. For an existing business, describe the business' problem area whether it is the product, price, location, or promotion. Focus on what is wrong with the marketing concept of the business and what you will be targeting in your marketing plan.

IV. Marketing Objectives – Provide a statement of direct (sales increase, market share increase, etc.) and indirect (knowledge increase, interest in brand increase, positive attitude increase) objectives and briefly explain how these will be measured. More detail on measurement should be provided in the Evaluation Plan section (forthcoming).

V. Marketing Strategies Proposal – Viable marketing mix strategies based on an assessment of market research results. Select, explain and justify product service planning and management, pricing, distribution, and marketing communication strategy decisions for the identified target market based on research information, and support the goals and expected outcomes of the marketing plan.

A. Product or Service

1. Describe the product and/or product mix and its features and benefits.
2. Delineate strengths and weakness of the product in relation to its position on the product life cycle in the market.
3. Explain a service plan that includes the branding, packaging, and extended features of the product/service.
4. Forecast strategies for future product viability.

B. Price

1. Interpret pricing concepts and techniques.
2. Explain price elasticity and sensitivity to product and the effects of both on buying.

C. Place (Distribution)

1. Describe where the product will be distributed and sold.
2. Indicate the inventory management policies.

- D. Promotion – Assess appropriate forms of communication that informs, persuades or reminds consumers about the product and creates a complete and appropriate promotional mix.
- VI. Budget – Calculate the cost to implement the marketing plan and expected revenues to be generated.
 - A. Advertising and promotional plan and materials
 - B. Costs allocated for advertising and promotions
 - C. List of advertising media to be used and an estimate of cost for each medium
- VII. Evaluation Plan – How you will measure the success and/or the profitability of the marketing plan
 - A. List the methods you will be using to track and assess expenditures relative to the forecasted data and information.
 - B. Indicate how changes in market share will be used to measure the effectiveness of the marketing plan.
 - C. Describe the methods used for market research and how it will be used to compare to the effectiveness of the marketing plan.
 - D. Describe the business ethical concerns discussed during the project development.
- VIII. References – Use APA Standards. (See *Writer's Inc.* for more information.)
- IX. Appendix

(Please see the Marketing Content Standards for details on www.hicte.org)

High School Marketing Plan Performance-Based Assessment Written Report Formatting Standards

- ✓ The body of the written entry must be limited to 15 numbered pages. (The title page, table of contents, reference pages and appendices are NOT included in the 15 pages.)
- ✓ Text must be in 12 point, Times New Roman font.
- ✓ Margins should be 1.5 inches on the left, and 1 inch on the right, top and bottom.
- ✓ Headings and subheadings should be used.
- ✓ Page numbers should be indicated in the Table of Contents.
- ✓ Pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix.
- ✓ Lines should be double-space typed, except in the cases of charts, lists, etc.
- ✓ Pages must be 8.5 inches by 11 inches.
- ✓ Tables and charts may be used throughout the report.
- ✓ Plagiarism of information will result in disqualification. Use of outside information must be cited.
- ✓ APA standards for citations and references must be used.

Entries must follow the provided Written Report Outline.

Any additional or missing information will result in deduction of points.