

MARKETING PLAN CHECK LIST

This checklist should help you ensure you include every area necessary for a thorough plan. Note that just inclusion of a topic will not necessarily lead to a good grade. Evaluation of each area is based on your clarity and quality of your information and your discussion of that information.

SITUATION ANALYSIS

REVISED 16 pages max- Situation Analysis (use the feedback from grader). **YOU MUST** make the appropriate corrections to your SA paper or **2x** points will be deducted!

PRODUCT (ADD TO WHAT YOU HAVE AT THE END OF YOUR SA PAPER)

Recommended number of pages for this section:3

Points of difference of your new/revised product or service

Unique product quality, attributes and benefits to target market

Consider branding the potential impact on other products in the portfolio

PRICING

Recommended number of pages for this section:2

Pricing Strategy

Specific Price for the new/revised product/service

Demonstrate pricing is consistent with company brand equity & product's positioning

PROMOTION

Recommended number of pages for this section:7 (Provide all the details)

Choose a combination of promotion mix elements and explain WHY they are appropriate

Provide detailed information about the message conveyed via EACH ELEMENT CHOSEN

Describe how the promotion mix is integrated: all elements reinforcing each other (consistency & complementarity)

PLACE (DISTRIBUTION) STRATEGY

Recommended number of pages for this section:2

Describe your recommended distribution strategy; show its consistency with target market

Demonstrate distribution is consistent with product positioning

ORGANIZATION

Recommended number of pages for this section:1

Existing org chart and any recommended Changes (New Position(s), Business Units etc.)

IMPLEMENTATION PLAN

Recommended number of pages for this section:1

Describe a time line for implementation and main tasks and evaluation method

Gantt Chart showing the implementation plan (In the appendixes)

MARKETING PLAN CHECK LIST

EXECUTIVE SUMMARY

Revise/update the existing two-page ES in the beginning of the paper to summarize the whole MP paper

Two-page, double space, executive summary is given at beginning

Summarizes the whole document CLEARLY AND CONCISELY

FORMAT OF PAPER

Does not exceed the page limits

(Max 32 pages excluding cover page, table of contents, references pages and appendixes)

Pages have numbers (Page X of Y format)

Appropriate 12 point font size, double-spaced, one-inch margins

MUST CITE ALL INFORMATION (otherwise = plagiarism = F) - Style= APA

Provide a reference section at the end of the paper in correct style/format - Style= APA

Edit/proofread and use correct Spelling and Grammar

Use tables/charts/graphs effectively to present information

(SWOT tables must be in the body of the paper; the rest of the tables/charts/graphs could be included in the appendixes)

Use an appropriate tone and write clearly

MARKETING PLAN CHECK LIST

Be consistent with your in-text citations and your references page (APA style).

I would highly recommend using the automatic "References\Citations and Bibliography - \Table of Contents" in MS Word ("Reference tools" for Macintosh computers). For web reference guidance for APA format, you may look to: <http://owl.english.purdue.edu/>

For library resources; please use the following links:

<http://library.calstate.edu/northridge/databases/subject/business-economics>

<http://library.csun.edu/ResearchAssistance/AskUs>

When using web sources, remember to reference the actual source of your data or information, not the search engine you used to get to the source. *GOOGLE*, for instance, is NOT a source, nor is *library.csun.edu*. They are the vehicles you used to find your source. Any web citations should include the full URL address as well as the date you received information from that URL address. Sources should also be CREDIBLE. For instance, Wikipedia should not be used as a source in your paper - it is not a credible source for information (this doesn't mean that you can't use it, you just need to go to the direct source to find the credible information).

MARKETING PLAN CHECK LIST

Important Reminders:

- Be sure to cover all the items on the SA+MP checklist. You may want to use items of the checklist as headings/sub-headings in your paper.
- Refrain from adding **definitions** from your textbook to "fill" the paper. Also, DO NOT include random information in the appendixes (e.g. general financial/stock information that are unrelated to topics discussed in the paper)
- Your feelings, perceptions and experiences as a consumer are not necessarily facts. This is a research-based paper so, it cannot be based on what you feel or assume is true. It **MUST** be based on research and facts. In other words, DO NOT ASSUME because you and/or your team have a certain perception about a product, market, company, etc. all consumers will have the same perceptions as you do.
- Your paper **MUST have in-text citations** throughout the paper and a **reference page** at the end of the paper (APA style).
- Be sure to follow the formatting guidelines listed on page 2 of the MP checklist.
- Be sure NOT to copy and paste material from internet or other teams' work(s) into your paper. Please note that your submission will be checked in **Turnitin** automatically and note that "plagiarism=F"
- Your paper does not have to be **32** pages, 32 is the maximum number of pages allowed for this paper.
- If you have problems within your team, I expect you to be able to resolve any conflict as adults. It is important that you focus on the goal, work together and complete the paper in time. All students in this class will have a chance to review their teammates and provide a **peer evaluation** to me at the end of the semester. **I take peer evaluations very seriously.**
- Tone of the paper: you may want to assume that your group is a consulting firm creating this SA for the **CEO** of company you're working on. DO NOT attempt to market your hypothetical marketing firm, be sure to focus on the topics you need to cover according to the checklist.
- **Please refer to syllabus for important information regarding late submissions.**
- Each team needs to submit **ONE** copy of the SA paper on Canvas under the link provided for the submission. Only ONE person per team will upload a copy of the paper under this link.
- Files **MUST** be in **.pdf** format.
- Be sure to upload AND **Submit Assignment on Canvas** under the assigned link by **deadline** provided in the class schedule and on Canvas.