

PROJECT DESCRIPTION

Project Introduction:

Today's marketers face strategic questions every day. Planning strategy is a critical part of a marketer's job. As noted previously, the marketplace changes continually in response to changes in consumer tastes and expectations, technological developments, competitors' actions, economic trends, and political and legal events, as well as product innovations and pressures from suppliers and distributors. Although the causes of these changes often lie outside a marketer's control, effective planning can help anticipate many of them. A marketing plan lays a foundation for analyzing all aspects of marketing by demonstrating the importance of gathering reliable information to create an effective plan. The process of planning and developing a marketing plan provides a structure for a firm to brainstorm and implement its unique strengths. Marketing planning identifies the markets that a company can serve best, as well as the most appropriate mix of approaches to satisfy the customers in those markets.

Course Objectives Tested:

1. Organize the key attributes of marketing into a process that can be used to prepare a marketing plan.
2. Given a course project, create the components of a strategic marketing plan.
5. Given a course project, plan a marketing mix for a given product or service.
8. Use the resources of the ITT Tech Virtual Library to research marketing issues and to complete marketing projects.

PROJECT SUBMISSION PLAN

Project Part	Description/Requirements of Project Part	Evaluation Criteria
Project Part 1	<p>Assessment Preparation Checklist:</p> <ul style="list-style-type: none"> • Review the weekly reading assignments. • Review the Weekly Lesson. • Review the sample marketing plan. <p>Title: Project Overview</p> <p>Research the ITT Tech Virtual Library for expertise about how to create an effective marketing plan. Also, refer to the sample marketing plan provided in the lesson.</p> <ol style="list-style-type: none"> 1. Choose a company. 2. Create a marketing plan for the company, referencing Appendix 1 on pages 611–620. You will submit your 	Click here to view the grading rubric for this assessment.

Project Part	Description/Requirements of Project Part	Evaluation Criteria
	<p>marketing plan in sections, with some sections being due in Week 3 and the others in Week 4.</p> <p>3. For Part 1, create the following deliverables:</p> <ol style="list-style-type: none"> a. Company description b. Mission and goals c. Target market and situation analysis including a competitive analysis <p>Submission Requirements:</p> <ol style="list-style-type: none"> 1. Project Part 1 requires a two- to three-page report that contains the company description, mission, goals, and a target market and situation analysis, including a competitive analysis, written in Microsoft Word using a cover page and professional report approach. 2. This assessment is due by Sunday, Week 3, at 11:59 p.m. EST. Please submit the completed assessment to the Week 3 project area as a Word attachment. <p>Due: Week 3</p> <p>Grading Weight: 10%</p>	
Project Part 2	<p>Assessment Preparation Checklist:</p> <ul style="list-style-type: none"> • Review the weekly reading assignments. • Review the Weekly Lesson. • Review the sample marketing plan. <p>Title: Targeting Market and Competitive Analysis</p> <ol style="list-style-type: none"> 1. Finalize your marketing plan. <ol style="list-style-type: none"> a. Make any necessary updates to the sections from Project Part 1. b. Create the following sections and add them to your marketing plan: <ul style="list-style-type: none"> • Product strategy • Pricing strategy • Distribution strategy 	Click here to view the grading rubric for this assessment

Project Part	Description/Requirements of Project Part	Evaluation Criteria
	<ul style="list-style-type: none"> • Promotional strategy <p>2. After you have finalized your marketing plan, create a five-to seven-slide PowerPoint presentation that you can use to pitch your plan to executives of the company you chose. Consider the principles of marketing you learned throughout the course when proposing your recommendations.</p> <p style="padding-left: 40px;">a. Apply the principles of effective presentation design. You can search the Internet and the ITT Tech Virtual Library for tutorials and other resources related to creating effective presentations.</p> <p>Submission Requirements:</p> <ul style="list-style-type: none"> • This project part is due by Sunday, Week 4, at 11:59 p.m. EST. Please submit the completed marketing plan to the Week 4 project area as a Word attachment and your final pitch presentation as a PowerPoint attachment. • Ensure that the file size of the document does not exceed 1 MB. If it does, compress the file by using a compression software program before submitting the file. • Zip your file using the default compression utility. To zip your document, right-click the file, bring your mouse cursor over Send To, and click Compressed (zipped) File. Submit the zipped file to your instructor as an attachment through the Questa Learning Plan. <p>Due: Week 4 Grading Weight: 15%</p>	

End of Project Description