

**Assignment 1: Part A: Your Marketing Plan**

Due Week 4 and worth 200 points

From the start of this course, you have accessed the Interactive Marketing Plan tool and used the step-by-step guide to complete Part A of your marketing plan. You are required to submit a marketing plan for a hypothetical product-based company. Your plan must include the company's background information, and information collected from Steps 1-4 of the Interactive Marketing Plan, located in the course shell. **Note:** Some elements may not be covered in the Interactive Marketing Plan and will require additional research.

For information on Website analytics, visit Google Analytics at <http://www.google.com/analytics/why/>.

**Note:** You may create and / or make all necessary assumptions needed for the completion of this assignment.

Write a five to six (5-6) page paper in which you:

1. Construct a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. The relevant outcomes include profitability, shareholder returns, and return on investment.
2. Conduct an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.
3. Specify the primary and secondary target markets for your company. Be sure to cover the 4Ps, 5Cs and STP.
4. Conduct a performance analysis with set benchmarks of 50% to 75% per annualized plan. Your analysis should include at least four (4) of the following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Develop four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics.
5. Conduct both a SWOT analysis and needs analysis for your product. Each analysis should examine four (4) strengths, weaknesses, opportunities, and threats for your company.
6. Use at least four (4) academic resources as quantitative marketing research to determine the feasibility of your product / service. These resources should be industry specific and relate to your chosen product / service. **Note:** Wikipedia and other Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Analyze the marketing framework including the concepts of the 5Cs, STP, and 4Ps.
- Develop strategies to assess performance and achieve marketing goals.

- Examine the marketing science of customer behavior and products in the marketing exchange process and create dynamic strategies for competing.
- Evaluate target customer segments and positioning products within these segments.
- Use technology and information resources to research issues in marketing management.
- Write clearly and concisely about marketing management using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

<b>Points: 200</b>		<b>Assignment 1: Part A: Your Marketing Plan</b>		
<b>Criteria</b>	<b>Unacceptable Below 70% F</b>	<b>Fair 70-79% C</b>	<b>Proficient 80-89% B</b>	<b>Exemplary 90-100% A</b>
1. Construct a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. The relevant outcomes include profitability, shareholder returns, and return on investment. Weight: 15%	Did not submit or incompletely constructed a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. Did not submit or incompletely included the relevant outcomes: profitability, shareholder returns, and return on investment.	Partially constructed a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. Partially included the relevant outcomes: profitability, shareholder returns, and return on investment.	Satisfactorily constructed a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. Satisfactorily included the relevant outcomes: profitability, shareholder returns, and return on investment.	Thoroughly constructed a concise executive summary that provides the details of the outcomes of your marketing plan outcomes. Thoroughly included the relevant outcomes: profitability, shareholder returns, and return on investment.
2. Conduct an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces. Weight: 15%	Did not submit or incompletely conducted an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.	Partially conducted an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.	Satisfactorily conducted an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.	Thoroughly conducted an environmental analysis that includes competitive, economic, political, legal, technological, and sociocultural forces.
3. Specify the primary and secondary target markets for your company. Be sure to cover the 4Ps, 5Cs and STP. Weight: 10%	Did not submit or incompletely specified the primary and secondary target markets for your company. Did not submit or incompletely covered the 4Ps, 5Cs and STP.	Partially specified the primary and secondary target markets for your company. Partially covered the 4Ps, 5Cs and STP.	Satisfactorily specified the primary and secondary target markets for your company. Satisfactorily covered the 4Ps, 5Cs and STP.	Thoroughly specified the primary and secondary target markets for your company. Thoroughly covered the 4Ps, 5Cs and STP.
4. Conduct a performance analysis with set benchmarks of 50% to 75% per annualized plan. Your analysis should include at least four (4) of the	Did not submit or incompletely conducted a performance analysis with set benchmarks of 50% to 75% per	Partially conducted a performance analysis with set benchmarks of 50% to 75% per annualized plan. Partially included at	Satisfactorily conducted a performance analysis with set benchmarks of 50% to 75% per annualized plan.	Thoroughly conducted a performance analysis with set benchmarks of 50% to 75% per annualized plan.

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following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Develop four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics. Weight: 20%	annualized plan. Did not submit or incompletely included at least four (4) of the following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Did not submit or incompletely developed four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics.	least four (4) of the following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Partially developed four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics.	Satisfactorily included at least four (4) of the following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Satisfactorily developed four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics.	Thoroughly included at least four (4) of the following metrics: tracking downloads of Website content, Website visitors, increases in market share, customer value, new product adoption rates, retention, rate of growth compared to competition and the market, margin, and customer engagement. Thoroughly developed four (4) quantitative and (4) qualitative marketing objectives from your chosen metrics.
5. Conduct both a SWOT analysis and needs analysis for your product. Each analysis should examine four (4) strengths, weaknesses, opportunities, and threats for your company. Weight: 15%	Did not submit or incompletely conducted both a SWOT analysis and needs analysis for your product. Did not submit or incompletely examined four (4) strengths, weaknesses, opportunities, and threats for your company.	Partially conducted both a SWOT analysis and needs analysis for your product. Partially examined four (4) strengths, weaknesses, opportunities, and threats for your company.	Satisfactorily conducted both a SWOT analysis and needs analysis for your product. Satisfactorily examined four (4) strengths, weaknesses, opportunities, and threats for your company.	Thoroughly conducted both a SWOT analysis and needs analysis for your product. Thoroughly examined four (4) strengths, weaknesses, opportunities, and threats for your company.
6. 4 references Weight: 5%	No references provided.	Does not meet the required number of references; some or all references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
7. Writing Mechanics, Grammar, and Formatting Weight: 5%	Serious and persistent errors in grammar, spelling, punctuation, or formatting.	Partially free of errors in grammar, spelling, punctuation, or formatting.	Mostly free of errors in grammar, spelling, punctuation, or formatting.	Error-free or almost error-free grammar, spelling, punctuation, or formatting.
8. Appropriate use of APA in-text citations and reference section Weight: 5%	Lack of in-text citations and / or lack of reference section.	In-text citations and references are provided, but they are only partially formatted correctly in APA style.	Most in-text citations and references are provided, and they are generally formatted correctly in APA style.	In-text citations and references are error free or almost error free and consistently formatted correctly in APA style.
9. Information Literacy / Integration of Sources	Serious errors in the integration of sources, such as	Sources are partially integrated using effective	Sources are mostly integrated using effective techniques	Sources are consistently integrated using

Weight: 5%	intentional or accidental plagiarism, or failure to use in-text citations.	techniques of quoting, paraphrasing, and summarizing.	of quoting, paraphrasing, and summarizing.	effective techniques of quoting, paraphrasing, and summarizing.
10. Clarity and Coherence of Writing Weight: 5%	Information is confusing to the reader and fails to include reasons and evidence that logically support ideas	Information is partially clear with minimal reasons and evidence that logically support ideas	Information is mostly clear and generally supported with reasons and evidence that logically support ideas	Information is provided in a clear, coherent, and consistent manner with reasons and evidence that logically support ideas