

Week 5: Week 5 - W5 Assignment 2

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Assignment 2: Final Project Part 2

How to 

This week, you will finalize your marketing plan for your selected product or service. Do not incorporate Part I in this week's submission. However, in preparing for Part II, you may have to consider some of the suggestions made by the instructor in Part I.

[Cite sources us](#)

Complete the following for your marketing plan:

- Justify the pricing strategy you will employ. Perform a breakeven analysis to determine how many customers you will need to make your business financially viable.
- Defend your distribution strategy. Determine if there are additional channels you should pursue and why.
- Justify your integrated marketing communications plan. Discuss the key themes of your campaign and link them to how your business, service, or product will satisfy your target market needs. Describe each element of the promotional mix in detail and explain how you will integrate the different elements of your promotional mix toward the target market using the key themes. This includes the following elements:
 - Advertising
 - Public relations
 - Sales promotion
 - Personal selling
 - Direct marketing
 - Interactive marketing
- Defend an implementation schedule for your marketing plan. Outline the time frame for the different media campaigns and specify milestones. You should outline who will be responsible for each action item and how you will track the deadlines to ensure the plan stays on schedule.
- Justified an evaluation process for the effectiveness of the marketing plan, including use of a marketing dashboard. Evaluation plan also included a sample dashboard.
- In table format, synthesized estimates for the marketing budget.

By **Tuesday, May 10, 2016** submit a 5- to 6-page paper written in APA format. Search the South University online library for peer-reviewed articles to justify your marketing plan. Include a minimum of three peer-reviewed articles for your paper.

Additionally, you have been asked to prepare a budget. The budget should include estimates of forecasted sales, direct cost of sales, and your marketing expense budget. (Create an Excel sheet with the budget estimates and then copy/paste into your Word document.)

Assignment 2 Grading Criteria	Maximum Points
Justified a pricing strategy, including a breakeven analysis to determine how many customers will be required to make the business financially viable.	30
Defended a distribution strategy, including determination of additional channels the firm should pursue and why.	30
Justified an integrated marketing communications plan (IMC), including the key themes integrated into each element of the promotional mix, linked to the business, service or product in a way that will satisfy target market needs.	40
Defended an implementation schedule for the marketing plan, including the time frame for the different media campaigns and milestones.	40
Justified an evaluation process for the effectiveness of the marketing plan, including use of a marketing dashboard. Evaluation plan also included a sample dashboard.	40
In table format, synthesized estimates for the marketing budget.	30
Presentation Components: Organization (10) Style (10) Usage and Mechanics (10) APA Elements (10)	40
Total:	250



Click here to view the rubric for this assignment.

Select Language ▼

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Orting School District O.P.S. Kindergarten Readiness

What Every Child Should Know Before Entering Kindergarten

Top 15 Things Every Child Should Know Before Entering Kindergarten

1. Be able to state first and last name when asked.
2. Be able to write first name with first letter upper case and remaining letters lower case.
3. Use appropriate three-finger grasp when using writing instruments (pencils, crayons and scissors)
4. Count to at least thirty and tells what number comes before or after a given number to 20.
5. Know all the letters in their first name.
6. Identify basic geometric shapes (triangle, circle, square, rectangle, oval, star, rhombus (diamond) and heart)
7. Know basic colors (red, blue, green, yellow, orange, purple, black, white, brown, pink)
8. Identify numerals 1-10 in random order.
9. Make most letter/sound matches.
10. Identify most upper and lower case letters.
11. Use finger to accurately touch count items to ten.
12. Knows concepts of print (front and back of book, which page comes first, track words left to right).
13. Be able to rhyme words.
14. Retells simple stories in sequence.
15. When given a word ("man") and a new beginning sound (/f/), creates the familiar word ("fan")

Socially Your child should be able to...

1. Adjust own clothing before and after using restroom.
2. Use restroom independently including washing hands without reminder.
3. Take off and put on outer clothing
4. Sit for a story for 5-10 minutes
5. Clean up after themselves
6. Shares materials and toys with other children.
7. Attend kindergarten with a positive attitude
8. Be confident and ready to separate from parent.
9. Be able to listen and follow 2-3 step directions.
10. Be able to solve problems without aggression.

Help Prepare Your Child by...

1. Going to interesting places such as the beach, park, zoo, airport, farm or lake. (Example: Use car rides to play I Spy, this encourages children to identify shapes, colors and helps develop their vocabulary in fun ways.)
2. Encourage your children to observe and talk about their experiences, as conversations with adults who care enrich a child's vocabulary and understanding of world.
3. Make eye contact with your child while listening to them speak, showing them that you value what they say.
4. Expose your child to many kinds of literature by reading to them daily.
5. Praise and encourage your child's efforts and curiosity, knowing that from mistakes come learning and confidence. Criticism can discourage children from trying new things and lower self confidence.

Download Top 15 Things Every Child Should Know

Part 1

MARKETING MANAGEMENT

Kristi Goss Lee

Final Project Part 1

Business Name: The Glen

Type of Business: Family Oriented Bed and Breakfast

This would not be your typical Bed and Breakfast. It would have a more formal area for just couples looking for a romantic getaway and a place to relax and be pampered. Most Bed and Breakfast cater to married couples, either those who have grown children or those who are newly married and just beginning their adventure together. I want to make sure that my business fits the needs of couples who fall into this category as normally during the school year this would be the majority of your clientele. I also want my business to be in an area that the winters are not harsh as this would cause a drastic decline in profits during those months, although you do want a bit of all the seasons so to fill the needs and the desires of all who come.

My Bed and Breakfast would also include a Treehouse and Yurts area for families so they could come out and experience a Bed and Breakfast that they typically could not, since most Bed and Breakfast prefer a child free environment. Imagine the look on a child's face when they arrive and look up into these giant trees and they see a dream come true. This would not be the typical backyard tree house, it would be a little piece of fantasy that has come alive and they actually get to call it home for a few days. It would provide an atmosphere like no other.

I would make sure to include lots of family oriented activities such as zip lining, hiking through the red woods, relaxing on the beach or just lying around the pool all day.

Having a Bed and Breakfast like this opens you up to areas of the market, young and old, single, married, active or not. This will enable a higher percentage of success since you're not just focusing on one kind of market.

I believe to be successful you have to have a wide range of vision instead of just focusing on one single area. Maybe if you were already a well-known business with a good clientele you could chose to have a more luxurious place where you are higher end but I feel that families all need a place to go and we need a place to go to be close to nature again. Time to escape from the hustle and bustle of our busy lives, a place to get away from all those electronics and actually bond with your family.

Michael Porters strategies

Segmentation Strategy: This is where you segment your target market into a narrower group where you develop an idea or particular product for a certain group or class of people. This would still work where my business is concerned as I would corner all areas of the market. Since I will be focusing on all kinds of different groups, ages and personalities this would work out great for me.

Differentiation Strategy

This is where you create a product that is above all the rest, one that stands out against the competition. This is done by marketing a product that is not only in need but one that is better than what is out there. You have to give the community what they are looking for and that's what I'm going to do. They will get a choice of what they want, lots of activities with a family atmosphere or a romantic one. My business will offer an outside feel, a county feel and a romantic one all wrapped up into one sweet package that is affordable.

Another way to make my business stand out amongst all the others is to have a week during the summer where families who are struggling financially as well as those families with children of special needs can come out at no charge and get to experience something they never could before. It is a great way to give back to the community as well as a way to get your business out there by word of mouth.

It does take a bit away from your profit but it can also be used as a tax write off but just the publicity and the joy of giving back would be completely worth it. I have always believed that no matter how successful or unsuccessful you are, you should always pay it forward and what better way to do so then to offer a getaway to those who struggle on a daily basis and to those parents who have so much on their plate with their special needs child. It gives them a chance to get pampered in a worry free environment and to also allow their children to learn about nature and to see different things.

Cost Leadership Strategy

This is key to being successful, cutting the cost of products but not allowing it to affect what the quality is that you're giving your customers. By keeping cost down, it not only keeps your profit up but also makes the amenities more affordable for your customers which is perfect for those families who want to get away on a budget. Of course there are some areas that you would not want to cut cost but there are always areas that you can budget lower so that you can provide better service in other areas that would be more beneficial to the customer.

One way to cut cost is to buy in bulk whenever possible. You can also look for places who will donate items or time especially for the week where I would have the families out at no cost. You can normally find many groups or organizations who are more than willing to contribute for a good cause. So you may lose out of a week of paid customers but the benefits of doing this outweigh the loss of money during this time.

References:

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