**Part 3** – Pricing, Distribution & Integrated Communication Strategies – Implementation Plan

• Development of Pricing Strategies aligned with Strategic Focus

• Development of Distribution Strategies aligned with Strategic Focus

• Development of Integrated Communication Strategies aligned with Strategic Focus

• Development of Implementation Plan

• Complete Strategic Marketing Plan as one seamless document.

• Development of Pricing, Distribution and Integrated Communications Plan

**Format:**

• Executive Summary

• Use APA formatted headers and subheads as needed.

• A minimum of 6-8 outside references required.

• 8-12 pages, not including title page, abstract and reference page.