**BUSN319 MARKETING PLAN OUTLINE**

**Cover Page**

 **1.** Marketing Plan for Organization/Company name:

 **2.** Presented by:

 **3.** BUSN 319

 **4.** Final submission date:

 **Table of Contents Pages**

 **1.** Executive Summary (due in Week 6/7)……………………………………………………….

 **2.** Company Description

 **3.** Strategic Focus and Plan

 **a.** Mission/Vision Statements

 **b.** Goals

 **c.** Core Competency and Sustainable Competitive Advantage

 **4.** Situation Analysis

 **a.** SWOT analysis

 • Internal **S**trengths and **W**eaknesses: Management, Offerings, Marketing, Personnel, Finance, Manufacturing, and Research and Development (R & D)

 • External **O**pportunities and **T**hreats: Consumer/Social, Economic, Technological, Competitive, and Legal/Regulatory

 **b.** Industry Analysis

 **c.** Competitor Analysis

 **d.** Company Analysis

 **e.** Customer Analysis

 **5.** Market-Product Focus

 **a.** Marketing and Product Objectives

 **b.** Target Markets

 **c.** Points of Difference

 **d.** Positioning

 **6.** Marketing Program

 **a.** Product Strategy

 **b.** Price Strategy

 **c.** Promotion Strategy

 **d.** Place (Distribution) Strategy

 **7.** Financial Data and Projections

 **a.** Past Sales Revenues

 **b.** Five-Year Projections

 **8.** Organizational Structure

 **9.** Implementation

 **10.** Evaluation and Control

 **11.** Bibliography