Social Marketing Plan Proposal

Write a marketing plan proposal for the social issue that was the subject of the Identification of a Social Cause Memo assignment. Identify a social cause that would benefit from a social marketing campaign. Then create a written marketing plan strategy that addresses this social issue. Social marketing plan proposals will be assessed based on (a) the degree to which the requirements of the assignment were followed, (b) basic writing mechanics skills demonstrated, and (c) proper citing of literary sources per APA guidelines.