

 **Determine** the optimal combination of marketing tools based on market conditions and a selected target market

 **Briefly** Include the following:

 Tactical plan

 o Branding

 Objectives

  Goals

  Plans

  Budget allocation

  Quantifiable and non-quantifiable tools

o Advertising

 Objectives

 Goals

 Plan

 Budget allocation

 Media selection

o Sales

 Objectives

 Goals

 Plan

 Budget allocation

o PR

 Objectives

 Goals

 Plan

 Budget allocation

 PR activities

o Promotions

o Objectives

o Goals

o Plan

o Budget allocation

o Promotion tools