

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

 **Briefly** Include the following:

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 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