### Marketing Plan Format, Outline and Length

**Format:** The marketing plan must be written in proper APA style.  There will be significant point deductions for not using APA or using it incorrectly.   If this type of formatting and citation style is new to you, please visit <http://www.dianahacker.com/resdoc>.  When submitting electronic assignments, documents must be in at least Word 2010 (\*.docx). Your team will submit a word document to the drop box A maximum of four short quotations (20 words or less) are allowed for the entire Marketing Plan. This means the paper may have a maximum of 80 quoted words. For all quotations you must include quotation marks, source, year and page or paragraph number.

**Length:** ~18 pages (not including appendices). **After 20 pages, points will be deducted.** Quality writing, not quantity, is the key to a good marketing plan. The paper must be double spaced with 12 pt. type (Times New Roman preferred). Following is the recommended outline that covers the main headings of your marketing plan:

* **Cover Page**
* Executive Summary (1 page - always on a separate page)
* **Introduction – 2-4 sentences (Bold Red is Part One of Marketing Plan)**
* **Situation Analysis**
	+ **Brief History and background of the organization (1 – 1 ½ page)**
	+ **Industry Analysis, sufficient detail on the major competitors (2 pages – 2 ½ pages)**
	+ **SWOT table and discussion (1/2 page table, 1 ½ - 2 page discussion)**
	+ **Market Opportunity Analysis (MOA) (1 - 2 pages) See questions below**
	+ **Final Statement: What is the significant challenge your organization is facing? (4-6 sentences)**
* Marketing Plan Strategy
	+ Marketing Objectives (S.M.A.R.T.) (3- 5 bullets single space)
	+ Target Market, (2-4 sentences, provide research, may use single space bullets)
	+ Competitive Advantage (2 – 5 bullets)
	+ Positioning Statement & Rationale (1/4 to ½ page)
* Marketing Tactics
	+ Product (1/2 – 1 page)
	+ Price (1/2 – 1 page)
	+ Place (1/2 – 1 page)
	+ IMC (Promotional Plan)
		- **Target Audience – identify target audience**
		- **IMC (Promotional) objectives (3-4 bullets)**
		- **Campaign Theme** – Discuss the Big Idea behind the campaign. What slogan will be used to convey the campaign theme? (1/4 – ½ page)
		- **Appeals –** Discuss the type of advertising appeals you will use and how it meets the needs of the target audience. (1/4 – ½ page)
		- **Marketing Communication Mix**(approximately 5-7 pages of writing). Provide a detailed discussion of your promotional tools. Include examples in the body of the paper (such as a print ad, a banner ad, changes to a website or a tweet, direct marketing piece, in-store display etc.).
		 \* Print ads
		 \* Radio
		 \* TV commercials
		 \* Sales promotion
		 \* Events & sponsorships
		 \* Public Relations
		 \* Online & social media marketing
		 \* Mobile marketing
		 \* Direct Marketing
		 \* Outdoor
		- Media schedule (1/2 – 1 page)
* Budget – Approximate cost of implementation of the marketing plan (1/2 – 1 page)
* Brief Conclusion (3 to 4 sentences)
* References **(minimum of 10 sources - 5 of these should be from the University Databases). You can find the library databases at** <http://www.metrostate.edu/msweb/resources/library/index.html>. (Quick Tips for using the library are posted on D2L under Course Information.) If you choose to cite information from the company's website, this is considered as only 1 source (even if you use multiple pages from the website).  You are not allowed to use Wikipedia or blogs or other editable internet cites as citations. **You are not allowed to use Wikipedia or blogs** or other editable internet cites as citations. . “A” papers will have more research and go above the minimum work in research. 1 page sources are minimum (D level) at fulfilling requirements.
* **Appendices** – Supplemental information (these pages do not count towards the page total).

(Everything in Red is Part 1, Everything in Blue is part 2. The Cover Page and References should be included with both Part 1 and the complete Marketing Plan). Each person in a team must contribute to Part 1. Each person in a team must contribute to Part 2.

The final paper should not exceed 25 pages (excluding cover page, executive summary, references and appendices). 10 points per page will be deducted for going over the page limit.

### Part One of the Marketing Plan – Situation Analysis

This will be a written situation analysis (including references) for the organization you have chosen for your project on an existing company. This assignment should include a Marketing Opportunity Analysis (MOA). The final statement of your Situation Analysis is the problem statement. That is, what is the significant challenge facing the organization you’ve chosen, based on your analysis and research. Research should be cited in the text throughout Part One. Part one should not exceed 9 pages (not including cover page or references). **10 points per page will be deducted for going over 9 pages.**

Part One Includes:

* **Cover Page**
* **Introduction – 2-4 sentences (Bold Red is Part One of Marketing Plan)**
* **Situation Analysis**
	+ **Brief History and background of the organization (1 – 1 ½ page)**
	+ **Industry Analysis, sufficient detail on the major competitors (2 pages – 2 ½ pages)**
	+ **SWOT table and discussion (1/2 page table, 2 page discussion)**
	+ **Market Opportunity Analysis (MOA) (1 - 2 pages)**
	+ **Final Statement: What is the significant challenge your organization is facing? (4-6 sentences)**
* **References – Minimum of 10 sources should be used, 5 of these sources must be from Metropolitan State’s databases** <http://www.metrostate.edu/msweb/resources/library/index.html>. You will find ABI Inform, Academic Search Premier. EbscoHost, Proquest and Standard and Poors Net Advantage to be the most useful for your paper.  “A” papers will have more research and go above the minimum work in research. If you choose to cite information from the company's website, this is considered as only 1 source (even if you use multiple pages from the website).  You are not allowed to use Wikipedia or blogs or other editable internet cites as citations. **You are not allowed to use Wikipedia or blogs** or other editable internet cites as citations. . “A” papers will have more research and go above the minimum work in research. 1 page sources are minimum (D level) at fulfilling requirements.

#### Revisions

For the final Marketing plan you will need to make revisions to the Part 1 as indicated on your graded paper. To ensure that you address all the comments, you will also need to upload to the Marketing Plan drop box a “Revision” document that indicates how you have made all the revisions. There is an example of a Revision Document on D2L. Each person is responsible for making revisions directly to the Marketing plan and for creating a word document that indicates how revisions were addressed. One person from the team will compile the revisions into one sequential document (reflecting the order of the paper). This is to be submitted with the final Marketing plan to the Revision drop box. There is an example of the “Revision” document on D2L. For the final Marketing paper if no revision document is submitted then 0 points will be earned for making revisions (even if they are made directly to Part 1).

* [http://www.metrostate.edu/msweb/resources/library/research\_tools/tutorial/choice.html](http://www.metrostate.edu/library/tutorial/).
* Metropolitan State’s Business Reference Librarians have created a video on using the databases that you may find useful at [https://mediaspace.mnscu.edu/media/Introduction+to+the+Metropolitan+State+University+Library/0\_kos17gqu](https://mediaspace.mnscu.edu/media/Introduction%2Bto%2Bthe%2BMetropolitan%2BState%2BUniversity%2BLibrary/0_kos17gqu)
* One video you will find extremely helpful is on How to Conduct a SWOT analysis at [https://mediaspace.mnscu.edu/media/SWOT+Analysis/0\_txtdfpa8](https://mediaspace.mnscu.edu/media/SWOT%2BAnalysis/0_txtdfpa8). Students have also found this video useful on learning how to conduct a SWOT <https://www.youtube.com/watch?v=NVwQNOIu808>
* Please view this great video on how to read a research article (such as the ones you will use from the databases for your papers) <https://www.youtube.com/watch?v=3SmOq6gENPM>
* Please review this information on how to evaluate an Internet source: <http://library.nmu.edu/guides/userguides/webeval.htm>. 1 page sources are minimum (“D” level work on the rubric) at fulfilling requirements.

**Market Opportunity Analysis (5 Questions to Answer)**

1. **Can Sprint/Nextel articulate the benefits convincingly to a defined target market?**
2. **Can Sprint/Nextel locate the target market and reach them with cost-effective media and trade channels?**
3. **Does Sprint/Nextel possess or have access to the critical capabilities and resources we needed to deliver customer benefits?**
4. **Can Sprint/Nextel deliver the benefits better than any actual or potential competitors?**
5. **Will the financial rate of return meet or exceed Barnes & Noble’s threshold for investment?**