**BUSN319 MARKETING PLAN OUTLINE**

**A. Cover Page**

 **1.** Marketing Plan for organization/company name:

 **2.** Proposed by:

 **3.** Submitted to:

 **4.** Date:

 **B. Table of Contents Suggested number of pages**

 **1.** Executive Summary 1.0

 **2.** Company Description 0.5

 **3.** Strategic Focus and Plan 1.0

 **a.** Mission/Vision Statements

 **b.** Goals

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

 **4.** Situation Analysis 1.0

 **a.** SWOT analysis

 • Internal Strengths and Weaknesses: Management, Offerings, Marketing, Personnel, Finance, Manufacturing, and Research and Development (R & D)

 • External Opportunities and Threats: Consumer/Social, Economic, Technological, Competitive, and Legal/Regulatory

 **b.** Industry Analysis

 **c.** Competitor Analysis

 **d.** Customer Analysis

 **5.** Market-Product Focus 2.0

 **a.** Marketing and Product Objectives

 **b.** Target Markets

 **c.** Points of Difference

 **d.** Positioning

 **6.** Marketing Program 2.0

 **a.** Product Strategy

 **b.** Price Strategy

 **(i) Break-even Analysis**

 **c.** Promotion Strategy

 **d.** Place (Distribution) Strategy

 **7.** Financial Data and Projections 1.0

 **a.** Past Sales Revenues

 **b.** Five-Year Projections

 **8.** Organizational Structure 0.5

 **9.** Implementation 1.0

 **10.** Evaluation and Control 0.5

**C. References**