

GROUP PROJECT EVALUATION – Marketing Plan
MAR 4824
Marketing Management Problems
Dr. Braunsberger

For more detailed information on each part of the marketing plan, please refer to the narrative handout.

- I. Cover Page** _____ of 01
Should include: Project name, name of team members, course title and number, date, and name of instructor.
- II. Executive Summary** _____ of 08
Contains a summary of each section of the report (use Roman numbers as page numbers – e.g., i, ii, iii, etc.), make sure you include all important numbers and time frames.
- III. Table of Contents** _____ of 01
Should include titles, subtitles, appendices, figures, tables, etc., with page numbers.
(use Roman numbers as page numbers, do not include the table of contents in the table of contents)
- IV. Product Statement** _____ of 05
This is where the main body of your marketing plan begins (switch to Arabic numbers and start with page 1).
- V. Situation/Environmental Analysis** _____ of 30
- A. Analysis of the External Environment (16 points)**
- 1. Industry Situation—looks at the current situation of the industry, including size, trends, outlook (expanding, stagnant, contracting)**
 - 2. Competitive Analysis**
 - a. Competitive forces – brand, product, generic, and total budget competitors (this section should have detailed analyses at the brand and product levels)**
 - b. Competing behaviors – current or preferred behavior of the target market and the perceived benefits associated with that behavior.**
 - 3. Technological Forces**
 - 4. Economic Situation**
 - 5. Political, Legal, and Regulatory Factors**
 - 6. Cultural/Societal/ Demographic Trends**
- B. Analysis of the Customer Environment (7 points)**
This section should be broken into appropriate subheadings.

C. Analysis of the Internal/Organizational Environment (7 points)

This section should be broken into appropriate subheadings.

VI. SWOT Analysis _____ of 25

For this part, refer to both the narrative format of the marketing plan AND the handout called “SWOT Format and Instructions.” Be careful, this is different from the SWOT analysis we perform for the case studies.

- A. Strengths**
- B. Weaknesses**
- C. Opportunities**
- D. Threats**

VII. Primary Research _____ of 105

- A. Qualitative Research: Personal Interviews/Focus Group Interview (45 points)**
- B. Quantitative Research: Consumer Survey (60 points)**

VIII. Issues Analysis _____ of 07

IX. Marketing Goals and Objectives _____ of 06

- A. Marketing Goals (3 points)**
- B. Marketing Objectives (3 points)**

X. Marketing Strategies _____ of 35

- A. Target Market Definition (Must use demographics and one of the following segmentation bases for each market: geographic, psychographic, benefits sought, usage) (27 points)**

1. Primary Market

Important: You need to include the number of consumers in your target market description!

- B. Strategy Statement (8 points)**

- 1. Image and Market Position**
- 2. Value Proposition**

XI. Marketing Implementation _____ of 35

A. *Action Plans and Marketing Mix (each of the 7 required Action Plan is worth a maximum of 5 points)*

XII. Marketing Budget _____ of 08
Objective and task method: Rank the action plans in order of importance and defend budget request. The defense should be a strong persuasive argument with the rationale clearly understood by the reader. The defense should be for the total budget amount requested, not by individual action plans.

XIII. What We Learned _____ of 04
This should be one page of information that you wish to share with me and with future students who may review your project. You may write this collectively or individually.

XIV. Bibliography **minus** _____
Select a format and stick with it. If you would like me to suggest a format, please ask. Make sure that you include all references. Also, for a project of this type I do expect plenty of research. In other words, I do expect a sizeable bibliography (at least 15 **credible** sources). I also expect that you use multiple sources (i.e., not just literature published by the company in question). If you take shortcuts on the number and quality of your sources, you will end up with a poor quality marketing plan that will be of no use to your client. If that is the case, you will lose a minimum of 90 points (in addition to any other points you might fail to earn on any of the other sections of your marketing plan).

XV. Content and Format _____ of 10
Here, I will grade you on the following points:
Logic and consistency.
References are used throughout the paper (this is VERY important).
Followed instructions – in other words, do not develop your own format and make sure that you address each point of the marketing plan as outlined above.
Grammar and spelling.
Neatness.

XVI. Presentation _____ of 20
Here, I will grade you on the following points:
Logic and consistency.
Held interest.
Time management.
Slides (crowding, mistakes, appeal).
Question handling.

XV. Evaluation by Client **minus** _____
It is instrumental to work with your client throughout the semester. At the end of the semester each client will be asked to evaluate his/her student team in terms of professionalism, communication skills, quality of communication throughout the semester (did you stay in touch with your client and did you get the input and approval of your client before you did primary research and decided on major steps in the marketing plan?). Each client will also be asked to evaluate the **usefulness of the respective marketing plan**. If you do not communicate with your client, you will end up with a poor quality marketing plan that will be of no use to your client. If that is the case, you will lose a minimum of 90 points (in addition to any other points you might fail to earn on any of the other

sections of your marketing plan).