



MARKETING PLAN OVERVIEW

The Marketing Plan allows the business to introduce and explain their plan to attract and retain customers. An effective marketing plan will successfully outline the pitch or problem that the company is addressing, information on the company's target market, an analysis of the industry and market, and the company's strategies regarding product, price, placement, and promotion.

Submission Criteria

- Using the Judging Criteria outlined below, prepare a Marketing Plan for your firm, and submit the Plan in a single .pdf document.
- Written marketing plans should be no longer than 8 pages in length.
- Any number of students in the firm may contribute to the plan.

Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

Pitch / Problem	<i>How well does the company articulate a clear pitch or solution to a current problem?</i> Your company's pitch should answer the questions: What are you selling? Who needs it? Why do they need it?
Target Market	<i>How well does the company understand and segment its target market?</i> Describe the company's target market , including demographic, psychographic and geographic characteristics. An effective company will define and segment its market in terms that will allow it to find and target those who are most able and likely to become customers.
Market Analysis	<i>How well does the company understand its industry and market?</i> Industry: Demonstrate an understanding of both the real and virtual industry by providing information about size, profitability, current challenges, competitive pressures, etc., and how this may impact your firm. Market: Provide research on the status of VE market, i.e, # of potential customers, expected demand, financial condition of prospective customers, etc., and how this may impact your firm. Competition: Identify and examine the characteristics of competing firms in the virtual marketplace. (If there are no direct competitors, analysis of indirect competitors.) What differentiates the firm from its competitors?
Marketing Plan	<i>Is there an effective plan in place to attract/retain customers thereby increasing sales?</i> Companies should address their specific plans related to product, pricing, placement, and promotion . An effective marketing plan should include strategies to promote your products and services to your target market. Strategies may include: web-based marketing (ex. Portal ad campaign), direct sales-phone, direct email, social media, trade shows, international sales promotions, etc.
Organization & Design	Cover page: Business name, logo/branding, contact information, web and social media information. Table of contents: Includes each major section, page numbers; is organized and neat. Logical organization, well designed and branded, free of errors, quality writing, effective use of charts, graphs and graphics, font is easy to read, legible. Includes applicable footnotes or citations to research.

Career Readiness Framework Alignment

Leadership:

- Demonstrates intrapreneurship
- Motivates others to act
- Demonstrates well-rounded perspective and unique style

Professional:

- Communicates effectively
- Demonstrates professionalism
- Solves problems creatively

Functional:

- Understands general business dynamics
- Conducts research & analysis
- Demonstrates industry/function-specific skills

Core Technology Skills:

- Word processing

Rubric

5 stars Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 stars Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws or section missing.