

# Marketing Plan Project Grading Sheet

## Marketing Plan Report

- I. Company Description
  - a. Company Type/Name \_\_\_\_\_/10
  - b. Company Mission Statement \_\_\_\_\_/10
  
- II. Operations
  - a. Company Location \_\_\_\_\_/10
  - b. Business Facility Described (Building Plans) \_\_\_\_\_/10
  - c. Description of employees—number, skills needed, etc. \_\_\_\_\_/10
  - d. Description of employee training procedures \_\_\_\_\_/10
  - e. Identify and describe the current competition \_\_\_\_\_/10
  
- III. Target Market=50 points
  - a. Target Market Defined (Who are you selling to? Demographics, Geographics, & Psychographics) \_\_\_\_\_/35
  - b. Market Patterns (Why are you selling this product?) \_\_\_\_\_/15
  
- IV. Marketing Plan=100 points
  - a. Marketing Objectives—identify a four week promotional period and theme \_\_\_\_\_/20
  - b. Key Message (Slogan) \_\_\_\_\_/10
  - c. List and give a rationale for the advertising (Radio, newspaper, magazines, television, etc.) you selected. \_\_\_\_\_/20
  - d. Include a schedule of all sales promotion activities you have planned. \_\_\_\_\_/10
  - e. Include a schedule of the advertising planned. \_\_\_\_\_/20
  - f. Create a sample print ad and coupon to include in the appendix of your report. \_\_\_\_\_/10
  - g. Define your positioning strategy of your business. \_\_\_\_\_/10
  
- V. Sales Strategy=30 points
  - a. Sales procedures defined (How will you sell this product?) \_\_\_\_\_/15
  - b. Describe two ways you will motivate your employees to sell more during the promotion period. \_\_\_\_\_/15

Appearance and Word usage: Follow outline, neatness, proper grammar, spelling, & word usage. \_\_\_\_\_/50

Total \_\_\_\_\_/300

## Marketing Plan Presentation Grading Sheet

⇒ Slide 1—Title	_____ /10 points
•Business name	
•Slogan	
•Your name	
⇒ Slide 2—Company Description	_____ /10 points
•Company Mission Statement	
•Brief description of what the business	
⇒ Slide 3—Operations	_____ /10 points
•Company location	
•Business facility information	
•Competition	
⇒ Slide 4—Employees	_____ /10 points
•Brief Description	
•Training	
⇒ Slide 5—Target Market	_____ /10 points
•Who is your target market?	
•Why are you selling your product?	
⇒ Slide 6—Marketing Plan	_____ /10 points
•Marketing Objectives	
•Slogan	
⇒ Slide 6—Marketing Plan Continued	_____ /10 points
•Advertising	
•Schedule	
⇒ Slide 7—Sales Strategy	_____ /10 points
•Procedures	
•Employee motivation	
⇒ Slide 8—Conclusion	_____ /10 points
• Leave viewers with a positive feeling about how your marketing plan.	
⇒ Presentation	_____ /50 points
⇒ Total	_____ /130 points