**Marketing Plan**

Order 1621084

Description

About the Assignment Select a client - a toy, video game, beverage, food product or consumer electronics company in the United States. You work for a marketing agency and you've been asked to develop a comprehensive marketing plan including financial projections and video presentation with appropriate visual aids for your client. Your marketing plan will focus on introduction of a new or existing product for a new target market over a 1-year time frame. Your plan must be based on accurate marketing research and market analysis information and must clearly present marketing strategies and implementation that show budget details. You have a $300,000 budget for promotional activities. It is important the client understand the rationale for your business recommendations and believe the proposed marketing strategies and implementation will be successful. Final Project Requirements The combined final project grade for the marketing plan and video presentation equals 100 points in total. The marketing plan is worth 80 points and the video presentation is valued at 20 points. Make sure to complete the marketing plan before starting the video presentation. Marketing Plan The comprehensive marketing plan with financial projections should be written as described in the course section on Developing & Evaluating a Marketing Plan. The project should be formatted as a PDF document in standard, 12-size business font with page numbers and appropriate charts and graphs including section headers as noted below. Use at least 10 outside and credible sources in APA format. List these on a Works Cited page at the end of the marketing plan. A marketing plan is composed of front matter, 10 major sections, and a Works Cited page. The 2500-word marketing plan should include the following sections: Front Matter Title Page - Include writer name, type of report, company and submission date Table of Contents - Page with major section headers and associated page numbers Major Sections