Marking Plan for Nike Inc. The marketing plan should focus on consumer awareness and involvement strategies. Hence, this new plan is a revamp of the current marketing approaches capturing the company’s move towards sustainability with the focus being transparency, whereby consumers can access links to each product to identify the entire process from sourcing to distribution and the ethical practices incorporated. The intended market is the rising conscious consumer attracted to brands that adopt ethical practices in their operations Required Marketing plan Headings: Executive Summary Situation Analysis -Market Summary -Target Markets Marketing Demographics -Geographics -Demographics -Behavioral factors Market Needs Market Trends Market Growth SWOT Analysis Competitors Analysis Market Strategy -Marketing objectives -Financial objectives -Positioning strategy Marketing tactics -Product -Price -Distribution -Communication -Research Financials -Break-Even Analysis -Sales Forecast -Marketing Budget Course Objectives: Develop a Marketing Plan. Define the types of marketing research. Analyze potential pricing alternatives. Define channel strategy Design a sales management plan. Define the process for bringing a new product or service to market.