Applied Business Marketing. Final Case Study Instructions Overview The basic goal for this final individual assignment is to write a concise yet comprehensive essay in which you apply the major concepts we cover in our texts. Essentially, you’ll complete a 1-Page Marketing Plan for your business and also apply the STEPPS approach explored in Contagious. The Details In order to be successful, please adhere to the following directions: Essay should be 5-7 pages, single spaced Include your name, course name, date and title your case study appropriately No particular essay style to follow, just be sure you keep it clean, organized and use footnotes to cite your sources Please use your best writing skills, proofread, edit, and then edit some more After completing, email directly to me no later than December 18th by 11:59p.m. AST The study should include the following sections: Company Introduction/Overview Introduce the business/idea you have been working on. (It should certainly have a name attached to it at this point!). Provide an introduction by explaining where the idea came from, what it’s about, what is its mission, where it will be/is located and any other pertinent information. 1-Page Marketing PlanDownload 1-Page Marketing Plan After introducing your business, get things started by presenting your 1-PMP. You may use the exact template the author has provided, or feel free to craft the table in your own style (just make sure to include all 9 boxes with their appropriate headings as they are in the PDF.) Click on the header here to access the template! Apply STEPPS Apply each of the six principles that make up STEPPS to your business. Ideally, you’ll have a paragraph for each one, briefly define the principle, then expand on how your business plans to or is harness(ing) each one and why. Conclusion Bring it all together by summarizing your main points, reflecting how you see fit regarding your 1-PMP and STEPPS application and leave your reader with a lasting impression. Must be business plan relevant to Alaska.