Ulta Beauty Store Marketing Plan. Final Marketing Plan Instructions The paper for your term project is due this week. Your term project for this class is a 15-page marketing plan for the product or service that was approved in your week one proposal. It is to follow APA format and be of a quality graduate level. Don't forget to use an appropriate number of references for a paper of this length. 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: 1. Develop a Marketing Plan. 2. Define the types of marketing research. 3. Analyze potential pricing alternatives. 4. Define channel strategy 5. Design a sales management plan. 6. Define the process for bringing a new product or service to market.