Paper instructions: Your term project for this class is a 15-page marketing plan for the Ya Buggin podcast. 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 amount 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.