**Marketing Plan.**

Check prior knowledge by asking students if they can

* Describe what a marketing plan is
* Explain its purpose, and
* What the contents of marketing plan might be.

Students can do this individually, in pairs or small groups and report back to the class.

**Definition, purpose and contents (taken and adapted from about.com)**

**Definition: A marketing plan** is a business document written for the purpose of describing the current market position of a business and its marketing strategy for the period covered by the marketing plan. Marketing plans usually have a life of from one to five years.

**Purpose of a Marketing Plan**: The purpose of creating a marketing plan is to clearly show what steps will be undertaken to achieve the business' marketing objectives.

**Contents:** **(typically include but not limited to)** Description of the product (good or service), budget and sales forecast, advertising and promotional plan, pricing strategy, target market and market segmentation, information about the competition, strengths and weakness of the product and anything else that might aid in the effective marketing and selling of the product.

After discussing the information above show students some sample marketing plans

**Useful website links to sample marketing plans:**

* Search Blue Sky Marketing Plan or click here [Blue Sky Marketing Plan](http://www.google.co.nz/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=1&ved=0CDoQFjAA&url=http%3A%2F%2Fisites.harvard.edu%2Ffs%2Fdocs%2Ficb.topic1324929.files%2FBlue%2520Sky%2520MarketingPlan.doc&ei=A3LYUoiTA86IiQeS8YHYCg&usg=AFQjCNFg97m4XcTFseJ2qyR72GQSSP9cwA)
* Search Spree Watch Marketing Plan or click here <http://home.ubalt.edu/ntsbpitt/SpreeMPE.htm>
* Search Star Software Inc. Marketing Plan or click here <http://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf>

There are also a number of websites that provide marketing plan templates that could be used or partially used by students for their assessment. However, this is not essential.

Below are some YouTube videos that might be helpful (note these are only suggestions and might not encompass all the material to complete the assessment but may assist those students who are visual learners):

* Marketing plan – how to get started <http://www.youtube.com/watch?v=_lo4-GOADVY>
* How to write marketing plan in 5 steps <http://www.youtube.com/watch?v=j4HjB8TUIOE>
* How to Write a Strategic Marketing Plan <http://www.youtube.com/watch?v=-ul65NjOMzo>