

# **MKT 202 TERM PAPER GUIDELINE**

You will work on a marketing project in a team of 3~4 members. Each team has to prepare a marketing plan on the assigned topic given in class. The topics will be distributed randomly among the team members. Research is required for this assignment.

## **MARKETING PLAN**

To grow your business, you need a marketing plan. The right marketing plan identifies everything from 1) who your target customers are to 2) how you will reach them 3) how you will retain your customers so they repeatedly buy from you.

Done properly, your marketing plan will be the roadmap to get unlimited customers and dramatically improve the success of your organization.

The components that must be addressed in this assignment include:

1. Title Page
2. Letter of transmittal
3. Table of Contents
4. Executive Summary
5. Introduction
  - a. Company Background
  - b. Context Analysis (SWOT/BCG Matrix)
  - c. Competitor analysis
  - d. Product/service offered
  - e. Logo & tag line
  - f. Mission statement
6. Market research findings
  - a. Methodology of your research
  - b. Key findings & insights
7. Marketing strategy
  - a. Segmentation
  - b. Targeting
  - c. Positioning
8. Marketing Mix
  - a. Product
  - b. Pricing
  - c. Placement (distribution strategy)
  - d. Promotion (advertising, sales promotion, PR, direct marketing, personal selling, digital marketing).
9. Conclusion
10. List of references
11. Appendix

**Assessment Criteria** Your term paper will be assessed on four key criteria:

1. Quality of research and context evaluation
2. Strategic planning and tactics
3. Creativity and relevance of the marketing plan
4. Cohesiveness of the entire report

In addition to these four criteria, for your presentation, you will be judged on teamwork, presentation skills and timeliness.