Student Name

Assignment Title

Colorado Technical University

Date

Introduction

Introduce the topics that you will cover in your paper. Use 12-pt., Times New Roman, double space, and indent each paragraph throughout your assignment. Each paragraph should answer assignment questions. Include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus a title page and a reference page).

What market research would you conduct to know your target market and customers?

Type your response here.

What marketing tools such as promotion, advertising, and digital marketing will you use?

Type your response here.

What is your strategy to address your competitors in the market?

Type your response here.

How will you measure the success of your marketing plan?

Type your response here.

Conclusion

Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–5 sources in APA format. Here are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge.

<https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. [https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/](https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-)