MKTG205 Marketing Plan Outline

Student’s Name

American Intercontinental University

The marketing plan outline should be written using subheadings, brief paragraphs, and bullet points where necessary. Feel free to use the subheadings denoted below.

**Company Overview**

***[Explanation****: In this section, describe the company, main line of products/services and their basic operating model. It is also recommended that you select a larger company to ensure access to information to fulfill this assignment’s requirements.]*

**Environmental Analysis**

***[Explanation****: In this section, you will review the company website and information in the Dun & Bradstreet Directory to provide an overview of how changes in the external environment impact the company you are researching. Items like global markets, political, socio-cultural, and technological changes should be included.*

**Marketing Mix (4 P’s)**

Product

 *[****Explanation:*** *In this section, you will describe the products and/or services offered by this company. Describe the company as if the reader had never heard of the company. Discuss the brand strengths, logo recognition and unique packaging, if applicable).*

Price

*[****Explanation:*** *In this section, you will describe the theoretical pricing strategies used by this company. Discuss why this pricing strategy works with the target market they are focusing on. See unit…….for additional information on pricing strategies].*

Place

*[****Explanation:*** *In this section, you will describe how the company gets it product or service to market. Does the process seem effective? Are there better methods to distribute or place the product?*

Promotion

*[****Explanation:*** *In this section, you will describe the promotional and advertising methods/media used by this company. Do the promotional methods support the target market and pricing strategy?*

**Summary**

***(Explanation:*** *In this section, you will briefly summarize the marketing plan outline provided above. It should provide an overview of the intended outcomes of the marketing plan).*

References

Double space, do not indent, but do alphabetize. Use APA style. If the citation carries over to the next line, the lines will automatically be in hanging indent when you use the following template (overwrite the first two and when you hit <enter> twice after that, the references will fall in hanging indent naturally).

Applebaum, B. C., Zuckerman, M. Y., & Wu, X. (2014). Title of article in sentence case: Subtitle in sentence case. *Journal in Title Case*, *X,* 45-56.

O’Hara, C. (1986). *Name of book in sentence case*: *Subtitle in sentence case.* City, ST: Name of Publisher.