Student Name

Assignment Title

Colorado Technical University

Date

Introduction

Introduce the topics you will cover in your paper. Use 12-point Times New Roman font, double-space, and indent each paragraph throughout your assignment. Each paragraph should 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 the title page and the reference page).

Goal setting is a common practice in marketing. It is important to set goals in the marketing strategy plan so that the marketing practices are aligned with the overall goals of the business. SMART goals are Specific, Measurable, Attainable, Relevant, and Time-Bound. These goals are applicable in business and for yourself. In this assignment, you will combine these purposes. You are a future entrepreneur. You have a new product or service that you have created, and you are getting ready to launch your new brand. While putting together your marketing strategy plan, you should consider some of the important goals in marketing.

Using what you have learned, answer the following:

Describe the name of your brand and the product or service that will launch your business.

Type your response here.

Provide a SMART goal that you will need to meet to launch your product and explain the reasoning for this goal.

Type your response here.

Why is this goal relevant to your business, and how would you attain it?

Type your response here.

Please explain why it is important to be SMART when setting goals for your business.

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 1-3 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/>