**MRKT 621 Main Project**

***Group Marketing Plan***

Students will work in groups (to be assigned by me) to research and write a complete marketing plan for a client. The client will be …….. The marketing plan will count for 25% of your grade. Since this is a major assignment, please plan your time accordingly. The plan will require you to critically analyze the current environment, client strengths and weaknesses and generate recommendations in light of your budget ($250,000) and other constraints. Your paper should be between 15 and 20 pages in length. Group members will also present their marketing plan to the client, at a day/time to be determined (after your final examination). This formal presentation must incorporate audio-visual aids.

**The following assessment criteria will be used for team presentations of marketing plans:**

**Content**

* Do major points have specific details?
* Was a proper summary done?
* Was everybody knowledgeable (and therefore did not have to read their entire presentation)?

**Visuals**

* Was Power Point visually pleasing?
* Were slides easy to read?
* Were visuals appropriate and professional?

**Overall professionalism**

* Did group members address the audience in a professional manner?
* Was there a proper introduction of group members and topic areas to be covered?
* Were there proper transitions between speakers?
* Did group members present themselves in a professional manner?
* Did the group respond to questions with knowledge and professionalism?

**The following assessment criteria will be used for written marketing plans:**

**Written Content/Development - 50%**

* Content is comprehensive/accurate/persuasive and demonstrates critical thinking.
* Displays an understanding of client and environmental issues.
* Major points supported by specific details/examples and critical analysis.
* Research is adequate/timely
* Writer has gone beyond textbook for resources

**Higher-Order Thinking – 20%**

* Suggestions are show a comprehension of market factors as well as client strengths and capabilities.
* Is able to integrate theory and best practices into thoughtful suggestions for client. As such, team has critically analyzed the various aspects of the market and applied these to the problem at hand.

**Organization -- 15%**

* Use of template as outlined in text.
* The introduction provides sufficient background on the topic, major points
* Structure is clear, logical, and easy to follow
* Subsequent sections develop/support central theme
* Conclusion/recommendations follow logically from the body of the paper

**Style/Mechanics - 15%**

* Format
* Citations/reference page follow guidelines
* Properly cites ideas/info from other sources
* Paper is laid out effectively--uses, heading and other reader-friendly tools
* Paper is neat/shows attention to detail
* Grammar/Punctuation/Spelling
* Rules of grammar, usage, punctuation are followed
* Spelling is correct
* Readability/Style
* Sentences are complete, clear, and concise
* Sentences are well-constructed with varied structure
* Transitions between sentences paragraphs and sections help maintain the flow of thought
* Words used are precise and unambiguous
* The tone is appropriate to audience, content, and assignment