An important component of this course will be to research and create a marketing plan proposal. This is an individual assignment and you will create a marketing strategy for a small business that you select from your home country. Your marketing plan should include the essential components that we will review in class including substantial market research to validate your proposal, as well as a detailed plan.

**Your Small Business Marketing Plan should include the following components:**

1. Summary
2. Situation Overview
3. Goal
4. Strategy
5. Value Proposition
6. Tactics
7. Implementation
8. Control (Measurement)

This should be presented in a Powerpoint format that is 8-10 slides (not including title slide, bibliography slide) and you can include up to 6 slides for the Appendix. Please DO NOT write paragraphs of text on the slides. Please create a well-designed Powerpoint, as if you are presenting to the founder of the small business. Please utilize the notes section of each slide to provide additional detail/research to validate what is presented in each slide. As a result, please be sure to upload a PPT with notes, versus a pdf.

Below find the marking criteria:

