

Marketing Plan Assignment and Presentation-

Activity Purpose:

Over the course of the semester, students will develop a comprehensive Marketing Plan and presentation for an organization of their choice. The lessons and activities throughout the semester will build to develop a deliverable product in the form of a Marketing Plan and presentation.

Activity Requirements:

1. Students will download and view the Marketing Plan Template to gain an understanding of what the final product will look like. (template provided as a Word document)
2. Students choose an organization, product, or service that they are interested in and will research throughout the semester to develop the marketing plan
3. Using the completed Marketing Plan, students will prepare a presentation of their plan using PowerPoint/Slides/Keynote/Prezi, etc

Helpful Resources:

[Austin CC Library](#) for research materials

[Padlet](#) design board for an interactive in-class activity

Instructions for using Padlet:

<https://instruction.austincc.edu/faculty/article/getting-started-with-padlet/>

[Quizlet](#) for interactive activities

[Poll Everywhere](#) for interactive polls

[Miro](#) collaborative software

[YouTube](#) videos

POM [Marketing Video repository](#) videos related to marketing

Kerin & Hartley blog: <https://kerinmarketing.com/> for industry articles and activities

Marketing Insights blog: <https://insightsinmarketing.com/blog/> marketing articles

Course Hero [Principles of Marketing](#) course documents

Grading Rubric:

Name	Critical Marketing Research			
Description				
Rubric Detail				
	Levels of Achievement			
Criteria	Not Evident	Developing	Proficient	Exemplary
Professionalism  Weight 33.00%	25.00 % Many grammar and spelling mistakes, citations are missing or not all sources are cited, writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.	50.00 % Grammar and spelling mistakes, citations mistakes, some sources not cited, organization and readability is difficult to follow, fairly clear articulation of ideas, incorrect use of templates, etc.	75.00 % Few grammar and spelling mistakes, few citations mistakes, all sources cited, fair organization and readability, fairly clear articulation of ideas, mostly correct use of templates, etc.	100.00 % Proper grammar, spelling, citations, sources, good organization, readability, clear articulation of ideas, correct use of templates, etc.
Thoroughness  Weight 34.00%	25.00 % Response doesn't follow instructions; response is not researched or may state items directly from the source with little to no original thought, writing is confusing and difficult to follow; significantly falls short of or exceeds appropriate length; doesn't address all prompts and assignment criteria; incomplete or missing analysis	50.00 % Doesn't follow all instructions; response is not researched and may be confusing or difficult to follow; significantly falls short of or exceeds appropriate length; doesn't address all prompts and assignment criteria; incomplete analysis	75.00 % Follows instructions; response is researched and articulate; may slightly fall short of or exceed appropriate length; addresses the majority of the prompts and assignment criteria; thoughtful analysis.	100.00 % Follows instructions; response is well-researched and articulate; appropriate length; addresses all prompts and assignment criteria; thoughtful analysis.
Progression  Weight 33.00%	25.00 % Does not incorporate feedback or suggestions from instructor and peers	50.00 % Incorporates minimal feedback and suggestions from instructor and peers; demonstrates minimal continuous improvement	100.00 % Incorporates much of the feedback and suggestions from instructor and peers; demonstrates continuous improvement	100.00 % Incorporates feedback and suggestions from instructor and peers and makes an effort to improve the writing by editing it themselves; demonstrates continuous improvement and initiative in revising and improving work