

Marketing/Communication Plan

PURPOSE

GOALS

TARGET MARKETS

EXTERNAL FACTORS

UNIQUE SELLING PROPOSITION/ CAMPAIGN SLOGAN

STRATEGIES

The following are strategies to be used in this marketing/communication plan to accomplish the goals.

GOAL 1:
Strategies:
Budget:

GOAL 2:
Strategies:
Budget:

GOAL 3:
Strategies:
Budget:

GOAL 4:
Strategies:
Budget:

GOAL 5:
Strategies:
Budget:

RESEARCH

CALENDAR

TOTAL BUDGET

EVALUATION

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