

**BUSA 232 –Principles of Marketing**  
**GROUP MARKETING PLAN PROJECT**  
**ASSIGNMENT & PRESENTATION OVERVIEW**

**Learning Outcome:** To work with a team of fellow students to develop a Marketing Plan for an innovative, NEW PRODUCT (new to the world) that will be marketed in the United States and in one other country under an existing major public corporation. This will encompass you to do the following:

- Select a team of 5 or 6 students to form a team for the Marketing Plan Project for the semester.
- Identify an existing company of interest within your group
- Brainstorm and conceptualize some ideas for an innovative NEW PRODUCT. Think about the target market for the product in the U.S. and another country. Review the social, cultural, economic, infrastructure and political/legal environments of both countries. Select and propose a New Product Idea to the instructor.
- Insure that the company in which you are developing a NEW PRODUCT is “publicly held” so you are able to gather information regarding its products, marketing strategy, competition, mission statement, financial statements, etc. **NOTE:** It is crucial that any information / material obtained from other sources such as the internet or other periodicals must be cited within the Marketing Plan Project Presentation.
- Select a “**team leader**” for the project (everyone will be required to participate in the oral presentation portion of the project) – SEE RUBRIC ON THE MARKETING PLAN GROUP PROJECT
- Review handout on “Guidelines for a Successful Group Project” and select a role for the project
- Acquire the names and contact information of each group member and be sure that everyone exchanges information. Schedule weekly meeting times for the project.
- Delegate research topics to each member and decide the method of acquiring information – establish purposes for each selection (Reference responsibilities of member’s role for the project.)

**Develop the Marketing Plan:** Utilize the Marketing Plan Outline and Marketing Plan Project Worksheets as your guide to developing your team’s Marketing Plan

- **The Marketing Plan Presentation** should reflect the following for the marketing of the product in the United States and in one other country in terms of:
  - Decent Work and Economic Growth
  - Responsible Consumption and Production Patterns (to ensure sustainable consumption and production patterns)
- The Marketing Plan should also reflect modifications to the product, pricing, promotion and/ or distribution strategies for marketing the product in one other country.
- **Review the Marketing Plan Rubric** to insure that you are meeting all the requirements for the project
- Develop a **timeline/ deadline** for your project (For example: When the information is due, when the group will meet to discuss the information and organize the financial material, etc.)

- Decide how the information will be presented (Power Point, presentation boards, reports, handouts, demonstration, etc.). NOTE: Your grade will be based on content AND supporting materials (see RUBRIC)
- You will be periodically asked for “Marketing Plan Project Updates” on the status of your group project<sup>ii</sup>
- Prepare for and present your oral Marketing Plan in 20 minutes to the class. Each member must orally present their portion of the plan they developed – but this is still a TEAM PROJECT.
- **Present, as a team, a PowerPoint Presentation on your Marketing Plan** with supplemental materials including examples of promotional materials/ads, etc. along with a sample of the product and package.
  - **References/ Citations:** All resources (including websites, books, internet information, interviews, pictures/ photos, etc.) are required to be cited in your presentation using MLA format. There is a link in Blackboard>Marketing Plan Project folder with instructions on how to cite using MLA Format.
- **Submit a copy of the PowerPoint Presentation from the group** with any auxiliary materials (charts, graphs, samples of ads, etc.) on the date of your presentation (presentation dates will be assigned in class) – **including MLA Citations**
  - All team members’ names/roles must be included on the Marketing Plan Presentation submitted as well as a list of areas of contribution within the Marketing Plan.

**NOTE:** This is a TEAM project, so each one of you is responsible for the ENTIRE Marketing Plan. Failure of one student to appropriately present ideas (written, orally or grammatically), including citing sources, will be reflected on the entire group’s grade.

#### **Assessment:**

- Final Marketing Plan Team Presentations will be assessed based on the Marketing Plan Rubric
- Each team member will also complete and submit the Team/ Peer Evaluation Rubric to assess themselves and each team member; submit their individual work for the project; a Reflection Paper
- Students will be assessed on both the final Marketing Plan Project presented/ submitted as a group as well as their individual contributions, presentation, reflection paper and peer evaluations
- **Note:** *You will be evaluating fellow group members periodically on their performance of the written work and oral presentation throughout the semester. These evaluations are confidential and should not be shared with other students.*
- It is important for ALL of you put forth your best efforts for the project and, most importantly, have fun with it!!

#### **Tips:**

- Follow the “**Marketing Plan outline**” for order of the presentation
- Use the **Marketing Plan Worksheets** that have been provided for you. This is your guide to developing the Marketing Plan
- As you develop the Marketing Plan, be sure to ask:
  - “Who is my TARGET MARKET?”

- Is the product we are developing appeal to the target market? Will it appeal to the market we selected in another country?
- Will the Marketing Plan compel the Board of Directors to invest in our NEW PRODUCT IDEA??
- Be sure your Marketing Plan includes your marketing objectives and strategies on how to promote and sell your product while analyzing factors in the external environment that may have an influence. Supporting detail, visuals, brochures, advertising, etc. is encouraged.
- Is the information we are providing, interesting, relevant and compelling?

#### **MARKETING PLAN PRESENTATION SUGGESTIONS:**

- Emphasize personal appearance – professional business attire is appropriate and recommended
- Team - Submit a print out of the PowerPoint Presentation of your **Marketing Plan** on the day of your oral presentation along with copies of ALL supplemental materials and MLA citations. Each team is also to sign / submit the Group Project Worksheet
- Individually – each student is to submit a completed Peer Evaluation, Reflection Paper on the Project and copies of the all the work he/she contributed toward the team project.
- Each person on the team is expected to present and will receive an individual grade as well as a group grade for the oral presentation.
- Provide examples of the product and promotional recommendations
- Do NOT read your presentation to us (points will be deducted)- ENGAGE the audience
- Use technology – PowerPoints, Excel, internet, video, etc.
- Avoid notes, notecards or reading your presentation –engage the audience!
- Remember your audience and “educate” them on the NEW PRODUCT you are presenting. Keep it interesting and be creative. Think outside the box!
- Rehearse your presentations - “We don’t plan to fail, we fail to plan” (*Dr. Jeff Focht*)

**Believe in yourself and visual your success!**

## Phases of the Marketing Plan Project

### Phase I:

- Meet other students and form a team. Exchange contact information. Choose team name.
- Brainstorm ideas for an innovative new product. Select a product.
- Choose a publically held company to market the product under
- Develop the Team's Bill of Rights (See Guidelines for a Successful Group Project Worksheet)
- Select a role for the Marketing Plan Project Rights (See Guidelines for a Successful Group Project Worksheet)
- Develop New Product Idea Proposal (Business to Consumer product)
- Develop timeline for the project to have it completed by the deadline
- **Submit:** Team Name, New Product Idea Proposal, Roles of each member, Bill of Rights and Timeline

### Phase II:

- Begin work on the developing the Marketing Plan (utilize Marketing Plan Worksheets)
- Schedule weekly team meetings with an agenda for each meeting on specific topics for the Marketing Plan (correlate to class weekly topics on syllabus)
- Develop Marketing Plan from Business Mission Statement through Pricing Strategy based on MP Outline
  - Utilize resources posted in Blackboard
- **Submit:** Marketing Plan Project Update (see worksheet for team/ individual submissions)

### Phase III:

- Develop Marketing Plan Financials, Distribution Strategy, Promotion Strategy
- Develop Media Plan and examples of advertising/ promotion
- Formulate timeline for launch of product and promotion
- Designate marketing metrics
- Develop Marketing Budget
- Utilize resources in Blackboard for above

### Phase IV:

- Submit draft of Marketing Plan (plagiarism check only)
- Present Marketing Plan as a team
- Submit Marketing Plan (one submission per team)
- Submit Individual Work, Team/ Peer Evaluation and Reflection Paper