Marketing Plans Workshop  
B8611-001

Spring 2014: Wed. 9-12:15  
Office: 218 Uris  
Office Hours: Before & After Class By appointment

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Course Description
Approximately 95 percent of a brand manager’s responsibilities involve the development, execution, evaluation, and refinement of marketing plans. In this tremendously practical, semester-long course, developed based on best practices at top marketing companies, students are guided through the entire marketing plan process. Teams then apply the learning to create comprehensive plans for existing or new brands at the company & in the industry of their choice, or for their own entrepreneurial venture.

The course covers marketing plan pre-work, with student generated marketing research and competitive marketing strategy & tactics observation. The ins and outs of brand positioning, marketing plan budget setting, pricing strategy, volume forecasting, and success measurement/ROI metrics are included. The student teams will develop media plans and advertising creative, as well as consumer promotion, trade promotion, direct marketing, digital marketing & viral/buzz marketing ideas & plans. The relationship of the annual Marketing Plan to the longer-term Strategic Planning Process is reviewed.

The course culminates with team marketing plan presentations to the class and (in many cases) to the corporate project sponsors. A written plan will be submitted that utilizes a format similar to what's typically used at large companies. Strategic, analytical, and creative skills are utilized in developing the plans.

Classes will consist of lectures, several relevant case discussions, guest speakers from the brand management, advertising, promotion, digital marketing and marketing metrics fields, and two separate team presentations to the class that will enable students to learn from each other about marketing across different industries and in different countries.

The course will help students in the interviewing process and with summer internships: making them totally conversant in the “language” of marketing plans, giving them an opportunity to develop in-depth insights in industries they may wish to work in, and enabling them to say they have done a complete marketing plan, with precise knowledge of what that entails. It’s a good choice for anyone interested in Brand Management, Advertising Account Management, Consulting for products, services, or non-profit organizations, and students starting their own entrepreneurial ventures.

Course Material
Extremely detailed class notes will be handed out each session that will serve as the text. A Marketing Plan checklist, template, comprehensive formats for each plan section, and prior project examples will be provided to clarify the content that’s expected.
**Evaluation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Competitive tracking &amp; analysis</td>
<td>15% (team)</td>
</tr>
<tr>
<td>Marketing research &amp; lessons learned</td>
<td>15% (team)</td>
</tr>
<tr>
<td>Class participation</td>
<td>20% (individual)</td>
</tr>
<tr>
<td>Marketing Plan presentation</td>
<td>10% (team)</td>
</tr>
<tr>
<td>Marketing Plan document</td>
<td>40% (team)</td>
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The competitive tracking portion will be evaluated based on the breadth of materials collected and the insights derived from them. The marketing research portion will be evaluated based on the quality and thoroughness of the questionnaire and the insights derived from it. Class participation will be based on attendance, questions asked in class, sharing of insights from your own experience, and project feedback sought. The marketing plans will be evaluated based on:

1) Quality of the marketing strategies
2) Creativity and “out-of-the box thinking” regarding strategies and tactics
3) Thoroughness and detail of each plan segment

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**Key Milestones/Deliverable Dates**

- Upfront analysis presentations to me w/ each team scheduled separately: w/o March 4th
- Marketing plan presentations to class: Wed. April 30th
- Final documents to me: Mon. May 5th

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**Key Milestones/Deliverable Dates**

- Form teams & select project: Wed. Feb. 5th
- 1 paragraph description, members & e-mails addresses (bring to class): Wed. Feb. 5th
- Marketing research questionnaires: Wed. Feb. 12th
- Start fielding questionnaires: Wed. Feb. 19th
- Competitive tracking binders: Wed. Feb. 19th
- Mini Presentation to Class: Wed. Feb. 19th
- Smartest/dumbest competitive observations: Wed. Feb. 19th
Marketing Plan Elements Checklist

Upfront Preparation & Analysis
- Industry analysis (trends, size, growth, players, market structure chart)
- Competitive analysis (key players, size, performance, marketing strategies, spending, advertising, pricing, merchandising, tracking notebooks)
- Competitive smartest & dumbest marketing tactics
- Past year’s analysis of marketing elements that worked & didn’t
- Marketing research (target refinement, key attributes vs. competitors, areas for improvement, how consumers find out about category products)
- Perceptual maps (3 minimum)
- Key customer “touchpoints” visual
- Lessons learned from the above with IMPLICATIONS FOR THE PLAN
- SWOT analysis w/ IMPLICATIONS FOR THE MARKETING PLAN
- Brand positioning statement w/ rationale for target audience, frame of reference, point of difference & end benefit

The Plan
- Brand positioning statement w/ rationale for target audience, frame of reference, point of difference & end benefit
- Business objectives/Next year’s business goals
- Sources of volume & growth
- Product line identification, description & % of volume by item
- Packaging & branding strategies
- Pricing w/ rationale
- Geography/geographic strategy emphasis
- Seasonality strategy
- Marketing budget determination (overall & item emphasis)
- Marketing spending splits
- Communications strategy & examples (TV, print, radio, or banner ad)
- Media Plan (vehicles, timing, costs, rationale & flowchart)
- Consumer Promotion Plan (vehicles, timing, costs, rationale & flowchart)
- Channel of distribution strategy & % volume by channel
- Trade & Intermediary Plan (items “dealt” by channel, performance sought, % discount, incentives, merchandising, training, timing, costs, & flowchart)
- Direct Marketing Plan (objectives, timing, media, costs, & flowchart)
- Internet Marketing Plan (site objectives, links, keywords, e-marketing lists, frequency, timing, costs, rationale & flowchart)
- Public Relations Plan (communication objectives, media targeted, sample press
- Buzz/Viral/Stealth Marketing Plan (programs, markets, timing, costs)
- Experiential & Event Marketing Plans (events, scope, timing, costs)
- Integrated marketing flowchart
- Marketing Research Plan (issues to be researched in coming year, with costs & timing of studies)
- Marketing metrics (how will the success of the plan be measured overall, and how will each plan element be evaluated)
- Risk & Hedges (what could go right or wrong, financial impact, how to cover shortfall, prioritization of marketing programs)
- P&L with % change vs. year ago by line & explanation of variances vs. prior year