PROJECT PRESENTATION: CASE STUDY AND MARKETING PLAN

Project Title: ____________________________________________________________

Student(s): _______________________________________ Date:  __________________

1. STYLE:                        _______________  (10)
   Appearance
   Interaction
   Visual aids
   Verbal

2. ORGANIZATION:       _______________  (10)
   Systematic
   Consistent
   Not redundant

3. INTRODUCTION:       _______________  (5)
   Definition
   Rationale

4. SCENARIO ANALYSIS:  _______________  (25)
   Economic & social environment:
   Market and opportunity analysis:
   Customer Behavior:
   Competition and Technology:
   Marketing operations:
   Causes of Problems:

5. RECOMMENDATIONS & MKTG PLAN:  _______________  (30)
   Objectives and goals
   Target Market: Product/Geographic
   Sales/Market Share
   Marketing mix strategies:
   Product/Place/Price/ Promotion
   Plan of operation:
   Action 1
   Action 2
   Action 3

6. IMPLEMENTATION AND CONTROL:  _______________  (10)
   Organization, Operation and Evaluation

6. DISCUSSION:  _______________  (10)
   Feedback/questions
   Answers

TOTAL  _______________  (100)