**Diana Degan Key Component Skills for Creating a Marketing Plan**

For the students in my Marketing 1 class, they will have to do Marketing Plans if they enter the world of Marketing as a career. In fact, their final assignment, worth the largest part of their mark the entire semester, is to create a Marketing Plan. It takes all the components they learn through the semester, and asks them to combine it into one document. They will need to include:

**Introduction**

* Company & Brand

**Target Market Identification**

**Positioning Statement**

**Product Strategy**

* With Competitor Analysis

**Pricing Strategy**

* With Competitor Analysis

**Place Strategy**

* With Competitor Analysis

**Promotion Strategy**

* Integrated Marketing Communications Objectives
* Promotional Mix
* Competitor Analysis

**Conclusion**

* Summarize
* 3 Key Recommendations
* Concluding Sentence