

Name:

Date:

Class:

## Marketing Plan

### Skill:

- Application (AP)

### Time on Task:

- 20–25 minutes

### Goal/Purpose:

- The goal of this activity is to determine the purpose of a marketing plan and the components of the plan.

*Using your favorite search engine research marketing plans. Answer the questions below and the instructor will tell you how to submit this worksheet. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.*

1. What website did you use to locate your information?

Answer:

2. Identify the purpose of the marketing plan.

Answer:

3. What are the components of the marketing plan?

Answer:

4. List examples of two components that provide details you would want to include in your marketing plan.

Answer:

5. Did you locate a marketing plan that you thought was outstanding? If so, list the qualities addressed in the marketing plan you felt made it stand out.

Answer: