

Name:

Date:

Class:

Development Marketing Strategies

Prepare a promotional plan for your new Nike shoe design using the space provided. Refer to Lessons 9.3 and 10.1 as well as online resources for guidance as needed. Once the promotional plan is developed, you will prepare a professional presentation for Nike CEO for approval.

Promotional Plan

Company: Nike

1. Promotional Plan Goals and Objectives

Answer:

2. Target Market Description

Answer:

3. Promotional Mix Strategies

- a. Advertising

Answer:

- b. Sales Promotions

Answer:

- c. Public Relations

Answer:

- d. Personal Selling

Answer:

4. Proposed Budget

Answer:

5. Promotional Schedule and Timeline

Answer:

6. Measurement and Evaluation (Metrics)

Answer:

7. Evaluating Performance

Answer: