

MK 312 MARKETING PLANNING:

Guidelines for Project Presentation and Booklet

Everything that you have learned since the beginning of the term is very relevant for Marketers. But in this class you have learned not to only become a marketer but it also prepares you to know what work exists in the field of marketing – especially the planning side and the later part, the marketing strategy action plan – research and agency people.

Your project grade is 30% of your final grade. The presentation/booklet is 15/15. Total presentation is 15/30, 10 from all your presentation from the beginning of class; plus 5 from your final presentation.

Part I: PRESENTATION (15/30 of project grade) due November 26,2020

For your presentation, each group will have only 30 minutes to present can't go over time or points will be deducted. Everyone in the group has to present on the last day of class. The presentation must include the Highlights of the following:

- 1. Concept Test Results**
- 2. New Product Mix to include**
 - a. Positioning Statement**
 - b. Final product visuals and details**
- 3. Channel and IMC Plan**
- 4. Advertising Commercial**
- 5. Lessons Learned (your own words, not textbook)**

I will be giving scores based on the following 4 criteria for the presentation section:

- 1. Strategy:** How well you introduce the marketing plan in terms of idea, integration, and rationalization.
- 2. Purchase Intent:** How high would be your purchase intent? Would I as a consumer want to purchase your new brand or not?
- 3. Creativity:** You should let your imagination run wild since you want to stand out in the market. So design your new brand to be impactful and memorable.
- 4. Teamwork:** Everyone present should present on that day and be able to answer the Q&A questions professionally – with support and confidence.

Part II:BOOKLET (15/30 of project grade)submitted on day of final exam

Your booklet will be more detailed. This should be 20-25 pages of A4 (double spaced, 12 point font, 2.5 cm margins), excluding technical appendices. You should have 4-6 references. It should be in report format with a brief (one half page) executive summary at the front. The emphasis is not on bulk writing but clearly expressed and supported arguments, as well as creative ideas. Bullet points, diagrams and graphs are encouraged. Make sure the plan is a coherent document from start to finish. The completed plan should be something you are proud to share with current/prospective employers and should therefore be an excellent example of business writing and presentation.

Assessment

Marks will be awarded for the following:

- thorough, focused and thoughtful analysis
- strategic thinking
- creative solutions
- effective use of tools, techniques and concepts from the course
- realism; and
- communication and persuasion

The booklet should include all your analysis as mentioned in the presentation section. What I'm looking for is not water but MEAT. You must also structure your booklet so that it communicates how your product could be successful.

The main submitted material should be divided into 3 parts:

1. **Part 1: The Marketing Planning Outline with executive summary (Main booklet)**
2. **Part 2: Document of your research questionnaire and responses.(Appendix)**
3. **Part 3: You are required to prepare on handy drive with the following information.**
 - ***All powerpoint presentations and TVC Ad uploaded on handy drive***
 - The 4 complete concept boards (scanned)
 - Details of your Product either model/perspective
 - The Appendix of backup information on the informational gathering and analysis of the network
 - The Appendix of real research questionnaires (if any on soft file)
 - The Appendix of background information you found about your product/service

During grading, I will again be reviewing the above for reference. ***You must have all the required material submitted for complete points. If you haven't submitted all the requirements for this project on the day of the final exam and once the grades are official, they are not subject to any change.*** Your booklet is due on the day of the final exam on Dec.16, 2020 so you will have time to review the booklet and make final adjustments.

Good Luck and have fun while doing it. I look forward to the grand finale!!!

Ajarn Suwalya