



<Department or Program Name> Marketing Plan 2013-2014

Budget: How much money do you have to spend to execute this marketing plan?

Marketing Objective:

The overall objective is to _____.

Target Market:

The primary market for _____ is _____.

Situational Analysis

Provide a snapshot of the program and give a brief description of current marketing efforts and/or why a marketing plan is in order.

Goals, Strategies and Tactics

A. Goal:

What is your #1 overarching goal? If possible, provide a measurable data point.

1. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific
- c. **Tactic:** Specific

2. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific
- c. **Tactic:** Specific

3. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific

B. Goal:

What is your secondary goal?

1. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific

2. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific

C. Goal:

Do you have another goal in mind?

1. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific
- c. **Tactic:** Specific

2. Strategy: General ways to reach the goal.

- a. **Tactic:** Specific
- b. **Tactic:** Specific