

Marketing Planning Paper

Directions:

Goals, objectives, strategies and tactics play a large role in marketing planning, so being able to construct each is important.

1. Working in the same groups from your *Research Design Project*, consider the business chosen for the project.
2. Determine two marketing goals for this business and expand on each goal with at least two objectives.
3. Each objective should have a corresponding strategy for accomplishing it, and each strategy should be detailed with two tactics.
4. Present your decisions in a 750-word paper which describes the goals, objectives, strategies and tactics, as well as the justification for each.