**MT359: Unit 8 Assignment 2 Template**

You are to help a company set quality goals for a sales promotion for its product. As a Marketing Account Executive, choose the product or use your course product for this assignment.

The main objective of this sales promotion plan proposal is to promote the product to customers and potential consumers.

You are to provide an introduction that explains the product situation – such as where the product is in the life cycle and what the overall objectives are for the product.

Complete the Sales Promotion Plan Proposal using the Unit 8 Assignment 2 template in Course Resources.

**Sales Promotion Template**

**Use the main headings in your plan – the sub items are suggestions to include under the main headings. You may include more but this should be the minimum for this Assignment.**

**I. About the Product**

a. (Brief background of product – describe it and why customers want it)

**II. Problem Statement**

1. (Increase sales, reduce inventory, increase market share, reward channel? – what do you want to solve?

**III. Product Strategy**

a. What will you want to accomplish (fundamental goals) with this sales promotion campaign?

b. What tactics will you want to employ?

c. What will be the time frame for each tactic?

**IV. Campaign Goals & Objectives**

1. Quantifiable – what will you accomplish with each tactic – what will be measured?

**V. Description of Activities**

a. Briefly describe each tactic to be used

**VI. Schedule**

1. This may be completed in Chart format (Activity, Steps, Period, Name of Person Responsible for actions)

**VII. Campaign Chart of Involvement**

a. Who is involved and who will work with who? – (Depending on scale you may have many employees involved, or just one – but who will they work with to accomplish activities for each tactic?) List them and explain their purpose of involvement. If outside contractors are used – what do you need accomplished by them?

i. Examples: Fulfillment, Production, Distribution of materials, Displays, interaction with various targets

**VIII. Monitoring and Evaluation**

a. What will you do to monitor and measure results at the end of each tactic utilized?

b. How and to whom will you report your evaluation of results?

**IX. Financial Budget Analysis**

1. While you will not be evaluating full costs for production of the campaign’s tactics, you must consider: is it possible to produce and manage the sales promotional activities from a realistic point of view? If your product is real – can it really be accomplished? – Can the company afford to do what you are proposing? – If not – what would you need to cut back on?

**Appendix A**

**Created Examples of Sales Promotional Tactics**

1. If you are able to design specific items for a tactic – include them here (i.e., coupons, sales promotional pieces (pictures).