



Entrepreneurship
LAP 10 - The Marketing Plan

Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Standards

- PT4b** Evaluate information critically and completely.
- PT1c** Understand the roles of marketing and the impact of marketing on the individual, business, and society.
- PT3a** Communicate ideas to justify position, persuade and convince others, and responsibly challenge existing procedures and policies

Objectives

- ◆ Recognize the role of marketing objectives in a marketing plan.
- ◆ Identify the four marketing strategies that make up the marketing mix.
- ◆ Describe the product and place strategies.
- ◆ Explain the process of updating the marketing plan and mix.

Resources Entrepreneurship and Small Business Management Chapter 10: The Marketing Plan
Workbook

The Best of Young Entrepreneurs – Activity 10

Time Frame 5 hours

Introduction

To succeed and grow, a business must have the proper mix of the four P's (product, place, price, and promotion) of marketing and realistic marketing objectives. This needs to be a continuing process to identify and make necessary strategy changes.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

_____	Read	pp. 162-169	Text, Section 10.1
_____	Complete	pp. 119-121	Activity 1, Student Workbook
_____	Read	pp. 170-177	Text, Section 10.2
_____	Complete	pp. 122-123	Activity 2, Student Workbook
_____	Complete	pp. 117-118	Review Key Concepts, Student Workbook
_____	Complete	pp. 23-23	Activity 10, The Best of Young Entrepreneurs
_____	Complete	pp. 124-127	Self-Test, Student Activity Work
_____	Complete	N/A	Chapter 10 Test

Self Assessment - "I/I can . . . "

- _____ recognize the role of marketing objectives in a marketing plan.
- _____ identify the four marketing strategies that make up the marketing mix.
- _____ describe the product and place strategies.
- _____ explain the process of updating the marketing plan and mix.