*Marketing Dynamics* Unit 5

# Activity 5-1 Marketing Goals

## Directions

Marketing objectives for the marketing plan show how the implementation of the marketing plan will help to meet the company’s financial goals and the marketing goals that will drive sales.

## Activity

1. Find and list the financial goals of your company for your marketing plan. This information should be found in the business plan or the most recent annual report. The financial goals may help to determine your pricing objectives.

<<Place Answer Here>>

1. List your pricing objectives, and explain how they relate to the overall financial goals of the company.

<<Place Answer Here>>

1. After finding the financial goals and looking at the research for your company, what marketing goals do you, as the marketing manager, wish to accomplish in the coming year? Remember to write them as SMART goals. They may be short- or long-term goals.

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity5-1.docx (i.e., JohnSmith\_UnitActivity5-1.docx).