*Marketing Dynamics* Unit 7

# Activity 7-3 Budget

## Directions

You will begin writing the Action Plan section. The first step is to create the budget using spreadsheet software.

## Activity

1. Assume you have a budget of $25,000 for this promotional plan. Create a spreadsheet and list each promotional element that you have chosen. Research the cost for each activity, record, and balance your budget. If you cannot accomplish everything in the promotional plan for the assigned budget, determine which activities need to be cut or reduced to stay within the budget.
2. Place your budget spreadsheet in the Appendices of your marketing plan.
3. 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\_UnitActivity7-3.xlsx (i.e., JohnSmith\_UnitActivity7-3.docx).