*Marketing Dynamics* Unit 7

# Activity 7-1 Promotional Plan Goals

## Directions

A marketer may have multiple products for which he or she is responsible. Each product or service may need its own individual promotion plan that will be included in the marketing plan. In this activity, you will write the goals for your promotional plan.

## Activity

1. Describe the product or service for which you will be writing a promotional plan.

<<Place Answer Here>>

1. Write two or three objectives for the promotion you choose. Create SMART goals that will describe what you hope to accomplish with this campaign.

<<Place Answer Here>>

1. You will need to create a theme for your promotional plan. Write a description of the theme for your campaign.

<<Place Answer Here>>

1. You may decide on colors, specific type fonts, and other details that you will want to use for your promotion plan. You may also decide to use a slogan or graphic to convey your idea. List the items that you will use.

<<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\_UnitActivity7-1.docx (i.e., JohnSmith\_UnitActivity7-1.docx).