*Marketing Dynamics* Unit 7

# Activity 7-4 Timeline

## Directions

The next step in writing the Action Plan is to create a calendar of events using spreadsheet software.

## Activity

1. Prepare a calendar of events for your promotional plan. Create a spreadsheet with the following information:
   1. list of each activity;
   2. the position responsible for each activity;
   3. the start date to create the marketing piece or begin the activity;
   4. the end date to finish the marketing piece or end the activity;
   5. the metrics that will be used to measure the activity;
   6. if appropriate, the date the materials are due to the printer, newspaper, etc.; and
   7. any other necessary information.
2. 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\_UnitActivity7-4.doc (i.e., JohnSmith\_UnitActivity7-4.docx).