



Word Processing Directions

1. Start your word processing software program.
2. Develop and write a brief outline for a marketing plan for the business that you have selected. Proofread and edit your work to make sure that it is correct and concise.
3. Save your work.
4. Print out a copy of your completed job description if your teacher has instructed you to do so.
5. Answer the following questions.

Interpreting Results

1. What are examples of information that should be stated in the different parts of a marketing plan (product, price, promotion, and place)?

2. How should the entrepreneur evaluate the effectiveness of his/her marketing plan?

Drawing Conclusions

3. Why must all four marketing strategies be mixed appropriately for a business to succeed?
