

17.2: Marketing Plan Exercise - Mission, SWOT, and Goals

Assignment 2 - Mission, SWOT Analysis, Marketing Goals and Objectives

Complete the following information about the company you chose to focus on as you develop the marketing plan throughout the course. You may need to conduct research to obtain necessary information.

Instructions: Using the Marketing Plan Template file you created from the Marketing and Customer Value assignment, complete the following sections of your marketing plan:

- Mission Statement
- SWOT Analysis
- Marketing Goals and Objectives

Submit the marketing plan to your instructor for grading and feedback.

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