

17.1: Marketing Plan Exercise I - Company Profile

Assignment 1—Company Identification and Profile

During this course, you will develop a marketing plan as part of a course-long project. The marketing plan you develop will be built throughout the course over the chapters of this textbook.

The purpose of this section of this marketing plan project is twofold:

- To become familiar with the Marketing Plan Template
- To select a company for which you will be building the marketing plan throughout the semester
- To form marketing teams

Instructions:

1. Download the Marketing Plan Template and SAVE THIS DOCUMENT where you can easily access it again because you will be completing additional sections of the plan throughout the course.
2. Select a company which will form the basis of your marketing plan. When selecting a company, please be sure to select a company that will (a) be of interest to you throughout the course and (b) have sufficient information available about the company for you to conduct research and make informed decisions in your marketing plan.
3. When selecting a company, choose a local small business in the community, not-for-profit, or university organization that could benefit from having a marketing plan. Service to the community is part of being an ethical marketer. Please do NOT choose a large company like Nike or Procter & Gamble. In the “real world,” you would not prepare a single marketing plan for the entire company; instead, each division and/or product line would develop its own marketing plan.
4. On the Marketing Plan Template, add your name, team members, and course number to the header.
5. Complete the Company Profile Information on the Marketing Plan Template for the company your team has selected.
6. Submit this document to your instructor as directed.

This page titled [17.1: Marketing Plan Exercise I - Company Profile](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.

- **1.14: Marketing Plan Exercise** by [OpenStax](#) is licensed [CC BY 4.0](#). Original source: <https://openstax.org/details/books/principles-marketing>.