



SYLLABUS + CALENDAR

The Syllabus + Calendar for the Tentative Marketing Plan Template Workbook is based on the development of the condensed version of The Regina Y. Favors Website: A Tentative Marketing Plan. It is a required source to complete this workbook.

MARKETING PLAN TEMPLATE COURSE

Contacting Your Instructor

Instructors typically respond to emails from students within 24 hours. However, over the weekend and holiday periods responses may be delayed. Find out more by contacting your instructor at **Contact@favormarketingsolutions.com**. You may also visit the site and use the “Contact” tab.

Instructor Information

Name: Professor Regina Y. Favors, M.A.
Email: Contact@favormarketingsolutions.com
Office Phone: Email preferred.
Office Location: Email preferred.
Office Hours: Email preferred.

Course Information

Course Title: Marketing Plan Template Course
Course Number: MPTC 101
Section Number: 16-weeks
Semester/Year: Remote/Virtual
Credit Hours: 4
Class Meeting Time/Location: Remote
Last Day to Withdraw: See the refund policy.

Required Course Materials

The required course material is The Regina Y. Favors Website: A Tentative Marketing Plan—Initial & Extended, Includes Event Planning Considerations, February 2023, Condensed Version.



Page numbers are referenced within each section of this workbook. A brief worksheet is available under the title Favors Marketing Lessons 101: A Workbook & Action Planning Guide, which is a secondary source.

To be successful in this online class, you should have the following:

- A computer that you can use regularly for an extended period.
- Software to create documents for writing assignments.
- Software to open and read .pdf files.
- An updated web browser with updated plugins.
- A current email address that you can check regularly.

NOTE: Files are to be in Microsoft Word or a Word-compatible format (.docx or .doc files only). No other files will be accepted. There is no guarantee that the learning management system will accept Google Docs, Apple Pages, Microsoft Works, or PDF.

Course Prerequisites

The prerequisites for this course are marketing goals, a product and/or service, and some consideration of a business plan.

Course Description

Marketing Plan Template Course follows a template format in which students and workshop participants will write content for different areas of a standard marketing plan.

Sections of the marketing plan template include the business summary, market analysis, competitor analysis, SWOT analysis, marketing strategy, marketing channels, customer conversion tools, and marketing goals. The content you create in this workshop will inform social media and digital marketing considerations as well as event planning research. However, you will not create a social media, digital marketing, and/or event plan in this writing workshop.

The writing workshop course includes lectures, tutorials, and in-session writing and/or remote/virtual learning. This is a 16-week writing workshop course.

Student Learning Outcomes

Upon successful completion of this course, students will be able to do the following:

1. Review the sections of a sample template.
2. Conduct a market analysis.
3. Create financial and budgetary plans.



4. Create a buyer's persona.
5. Measure success.
6. Review sample language.
7. Write a tentative marketing template plan
8. Write in a style appropriate to the audience and purpose.

Graded Work

Graded work will be based on completion of modules, which function as workbook elements. You will receive weekly feedback and a certificate upon completion of the course. You must pass with at least a 70 to receive a certification of completion, which includes a draft version of your tentative marketing plan.

Late Work Policy

There is no official late work policy because this course may be remote and/or campus based. You may complete this course as outlined within the syllabus and/or on your own time.

Other Course Policies

The best means of communication is via email (contact@favormarketingsolutions.com). Microsoft Teams and Zoom meetings are also available by appointment.

Note on AI and Plagiarism/Collusion

Plagiarism and collusion have become huge problems in post-secondary education. With the advent and pervasiveness of AI, it is possible that you will be able to find answers to your questions. However, you will still need to complete the workbook for your product and/or service.

Disclaimer

The instructor reserves the right to amend this syllabus as necessary.



Calendar

The required book is The Regina Y. Favors Website: A Tentative Marketing Plan—Initial & Extended, Includes Event Planning Considerations, February 2023, Condensed Version.

Week	Read	Watch	Complete	Check off
Week 1	In this book: Read pages 13 to 28 Introduction to the course + Skeletal Template Marketing Plan Template + Intro to Workbook information. Purchase book.	No video element.	No workbook element.	
Week 2	In the required reading: Read page 14.	Business Summary Business Initiatives Business Formation	Complete the workbook element.	
Week 3	In the required reading: Read pages 15 to 22.	Marketing Analysis Marketing Strategy Marketing Channels Customer Conversion Tools & Strategies	Complete the workbook element.	
Week 4	In the required reading: Read pages 22 to 27.	Financial Planning & Budget Considerations	Complete the workbook element.	
Week 5	In the required reading: Read pages 27 to 33.	Marketing Goals Defined	Complete the workbook element.	
Week 6	In the required reading: Read pages 34 to 46.	Creating the Buyer's Persona	Complete the workbook element.	
Week 7	In the required reading: Read pages 46 to 52.	Customer Segmentation & Analysis	Complete the workbook element.	
Week 8	In the required reading:	Competitor Benchmark & Analysis		



Week	Read	Watch	Complete	Check off
	Read pages 52 to 53.		Complete the workbook element.	
Week 9	In the required reading: Read pages 53 to 54.	Digital Assets	Complete the workbook element.	
Week 10	In the required reading: Read pages 54 to 55.	Content Strategy	Complete the workbook element.	
Week 11	In the required reading: Read pages 55 to 60.	Measurement (SMART)	Complete the workbook element.	
Week 12	In the required reading: Read pages 55 to 60.	Company A Branded Products	Complete the workbook element.	
Week 13	In the required reading: Read pages 61 to 77.	Digital Marketing Strategy	Complete the workbook element.	
Week 14	In the required reading: Read pages 78 to 85.	Event Planning Considerations	Complete the workbook element.	
Week 15	In the required reading: Read pages 119 to 121.	There is no video component. Review progress. Begin drafting.	Complete the workbook element.	
Week 16	Compile all sections of the Tentative Marketing Plan Template	There is no video component. Download the sample document.	There is no workbook element.	