



Welcome to the Course!

Tentative Marketing Plan Template Video Lesson

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Course Description

- The Tentative Marketing Plan Template for Small Business Course targets emerging small businesses who need the researching and planning processes necessary for creating the tentative marketing plan.
- The Tentative Marketing Plan Template Small Business Course follows a template format in which students research, prepare, and 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 course will inform social media and digital marketing considerations as well as event planning research. This course runs for 16 weeks with writing dedicated to the last two weeks.

Learning Objectives

- By the end of this course, students will be able to do the following:
- Summarize the marketing plan template.
- Outline a tentative marketing plan using a worksheet.
- Write a tentative marketing plan.



Required Texts

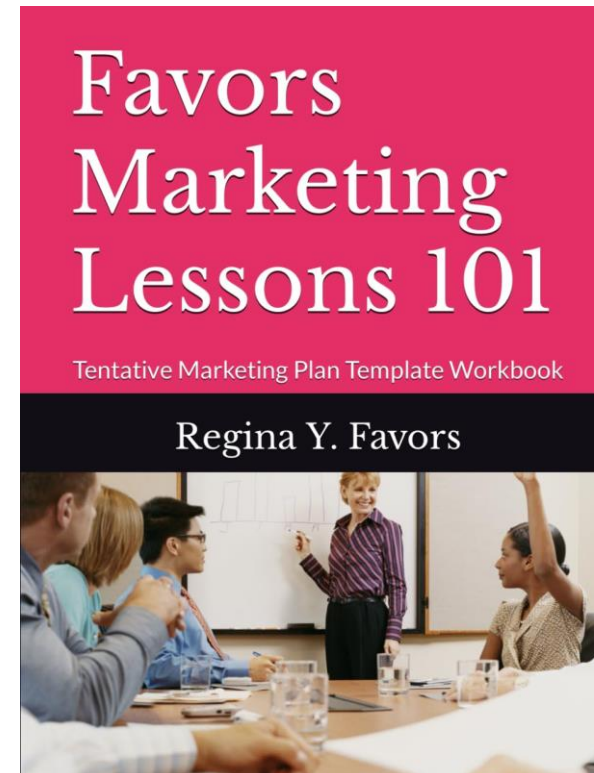
Core Text:

Tentative Marketing Plan—Condensed Version



Workbook:

Tentative Marketing Plan Template Workbook





Your Next Tasks

Read

- Read the course syllabus.
- Review Week One Tasks.
- Request paperback copies of the required texts.
- Complete your first task(s).

Contact

- If you have any questions, contact the instructor using the contact mechanism in the course.
- You may also contact the instructor at contact@favormarketingsolutions.com

