

MINI MARKETING PLAN

Mini Marketing Plan

Points: 20

Format: Individual, online submission

Time Estimate: 45–60 minutes

Purpose

This assignment helps you practice building a concise marketing plan using core marketing concepts such as **segmentation, target market selection, positioning, and the marketing mix (4 Ps)**. You will create a mini plan for a product or service you choose from the list provided.

Step 1: Choose Your Product or Service

Select **one** product/service from the list below (choose the one you want to market). You must use an item from this list.

Product/Service Options

- Self-Walking Shoes
- Pizza Scissors
- Mood-Sensing Toaster
- Pet Fitness Tracker
- Invisible Umbrella
- LED Toilet Night Light
- Teleporting Pizza
- Self-Stirring Mug
- Pet Translator Headphones
- Smart Water Bottle
- Gravity Switch
- Emoji Pancake Maker
- Portable Black Hole
- Bluetooth Beanie
- Dream Recorder
- Edible Coffee Cups
- Anti-Snore Pillow
- Gourmet Popcorn Delivery
- Time-Traveling Alarm Clock

- Shoelace Clips with LED Lights

✓ Step 2: Write Your Mini Marketing Plan

Create a **one-page outline** using the five sections below. Provide **2–3 bullet points per section** (so your plan is concise and easy to grade).

1) Marketing Concept

- What product/service are you marketing?
- What unique value does it provide?
- What customer problem or need does it solve?

2) Market Analysis

- Write a **SWOT**: Strengths, Weaknesses, Opportunities, Threats
- Identify **1–2 relevant trends** (industry or consumer behavior)

3) Target Market & Customer Persona

- Segment the market into **at least two groups**
- Choose **one target segment**
- Create a **one-sentence persona** (example: “Emma, 28, fitness enthusiast who loves sleek tech.”)

4) Marketing & Sales Strategy (4 Ps)

- **Product**: key features, branding, packaging
- **Price**: price point + any bundles/discounts
- **Place**: where/how it will be distributed (online, retail, events, etc.)
- **Promotion**: your top **two** promotion tactics (social media, ads, influencer, partnerships, word-of-mouth, etc.)

5) Implementation & Metrics

- What specific tactics/campaigns will you roll out?
- What resources are needed (people, digital tools, partnerships)?
- How will you measure success? (KPIs such as sales growth, engagement, awareness, sign-ups)

✓ What to Submit

Submit **one document** (PDF or Word) that includes:

1. The name of the product/service you selected
2. Your Mini Marketing Plan (all 5 sections)

✓ Grading Rubric (20 points)

- **Marketing Concept clarity (4 pts)**
- **Market Analysis (SWOT + trends) (4 pts)**

- ***Target Market & Persona (4 pts)***
- ***Marketing & Sales Strategy (4 Ps) (4 pts)***
- ***Implementation & Metrics (4 pts)***