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Cover Page

(Include student names and student Ids)

Executive Summary

(If appropriate – should be written last to focus on key points/findings)

Introduction

Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis tool short form.

Body

May include:

Target Market Identification, Market Needs, Forms of IMC in use, Analysis of Case, Key Issues/Goals, Recommendations.

Should include:

Decision Criteria, Assumptions, Data Analysis (analysis in appendix and summary info in body), Preferred Alternative with rationale.

Justification/Predicted Outcome:

It is important that all guesstimates or creative ideas be founded upon some marketing rationale and a solid understanding of the metrics related to the target market and anticipated financial changes/impact. Using target market analysis and education estimation of population, \$, and units is appropriate. If you are not confident in your ability to do so...PLEASE FEEL FREE TO DISCUSS "HOW TO" as a team with the professor well in advance.

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Our Guarantees

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