

CHECK	%	SECTIONS	SUB-SECTIONS	SUMMARY CONTENTS
<input type="checkbox"/>		SWOT Analysis		<ul style="list-style-type: none"> • Provide 4 independent sections • Provide a well balanced number of statements for each of the 4 sections. Not 20 strengths and 1 W, 1 T and 1 O
<input type="checkbox"/>	8%		Strengths	<ul style="list-style-type: none"> • S is an easy section • Do they provide only easy S or do the S appear to be well researched • Provide at least 5 statements • How important and useful are these statements for the construction of a MKG Plan? • Correct statements, do not confuse S with W or with O, ... • Indicate the source for these statements perhaps not for all of them but you want to see an attempt in referencing
<input type="checkbox"/>	8%		Weaknesses	<ul style="list-style-type: none"> • W is an easy section • Do they provide only easy W or do the W appear to be well researched • Provide at least 5 statements • How important and useful are these statements for the construction of a MKG Plan? • Correct statements, do not confuse S with W or with O, ... • Indicate the source for these statements perhaps not for all of them but you want to see an attempt in referencing
<input type="checkbox"/>	20%		Opportunities	<ul style="list-style-type: none"> • O is the most difficult section • Do they provide only easy O or do the O appear to be well researched • Provide at least 5 statements • How important and useful are these statements for the construction of a MKG Plan? • Correct statements, do not confuse S with W or with O, ... • Indicate the source for these statements perhaps not for all of them but you want to see an attempt in referencing
<input type="checkbox"/>	12%		Threats	<ul style="list-style-type: none"> • T is the second most difficult section • Do they provide only easy T or do the T appear to be well researched • Provide at least 5 statements • How important and useful are these statements for the construction of a MKG Plan? • Correct statements, do not confuse S with W or with O, ... • Indicate the source for these statements perhaps not for all of them but you want to see an attempt in referencing
<input type="checkbox"/>	7%	Marketing Objectives	Marketing Objectives	<ul style="list-style-type: none"> • Set clear, precise, measurable objectives with a statement of change, possibly explain in % • And a timeframe • E.g., X will increase/decrease by 2% within 2 year
<input type="checkbox"/>	16%	Strategic Marketing Alternatives		<ul style="list-style-type: none"> • Use the basic 4 marketing strategies • Ie, 1. market penetration, 2. new product development, 3. market development, and 4. diversification • Better if use the one above and some other ones, such as differentiation, focus, cost leadership, ... • Does not have to use each one of the strategies per se but should propose at least 3 strategies • Propose strategies and not tactics
	18%		Evaluation of the Alternatives	<ul style="list-style-type: none"> • Evaluate the suggested alternatives, using for instance a Pro/Con format
	7%		Recommendation of Alternative(s)	<ul style="list-style-type: none"> • Can recommend more than one • Pay particular attention to the arguments/reasons indicated for choosing this particular alternative(s) • The force of the argument is what matters here
<input type="checkbox"/>	2%	Additional Information		<ul style="list-style-type: none"> • Use of critical success factors which make sense • Attempts at Segmentation, Targeting, and positioning • Deployment and use of tactics
<input type="checkbox"/>	2%	Presentation		<ul style="list-style-type: none"> • Points for clarity