**Assignment 2: Term Project—IMC Plan**

If you haven’t already done so, take time now to carefully review the material on the [Assignment Guidelines](http://sb5.athabascau.ca/course/mktg420v6.nsf/MoodleCourse/5C8AC945892D9D1887257707005EE204?Opendocument) page (in particular, take note of formatting and referencing requirements). Use Microsoft Office (or a compatible word processing program) to prepare the assignment.

Assignment 2 is worth 30 percent of your final grade and should be done after you complete the readings and learning activities for Lessons 7 through 14 and receive feedback for Assignment 1.

**Details**

Assignment 2 requires you to complete an integrated marketing communication plan for the organization you analyzed in Assignment 1. Your report should indicate the objectives of the IMC plan and the strategies and tactics necessary for solving the marketing communication problem you identified. Follow the IMC planning model (Figure 1-7) on pages 19–20 of your textbook. The second line of the model requires an assessment of the marketing communications situation; to do this, prepare a summary of the external and internal analyses from the Assignment 1 in terms of strengths, weaknesses, opportunities, and threats (SWOT). Opportunities and threats stem from general information about the industry, competition, consumers, and cultural and other environmental factors. Strengths and weaknesses are internal to the organization and the product or service under consideration. The other steps of your IMC plan build on the SWOT analysis. It should guide your creativity. **Be sure to review the examples of exemplary student assignments on the assignment submission page.** They are useful resources that can stimulate your thinking and guide you in the development of your plan.

Your report must not exceed 30 pages in length, excluding the cover page, table of contents, references, and appendices.

**Evaluation**

|  |  |
| --- | --- |
| **15%: professionalism** | general appearance, spelling, grammar, and organization (executive summary, table of contents, introduction, sections in the main body, and references) |
| **15%: SWOT Analysis** | summarize the external and internal analyses from Assignment 1 in terms of strengths, weaknesses, opportunities, and threats |
| **15%: IMC objectives** | and target markets |
| **25%: consistency** | of the IMC program |
| **20%: implementation** | and control of the IMC plan |
| **10%: synthesis** | quality of arguments and recommendations in the executive summary |