

SUNY Cortland
Commercial and Entrepreneurial Management in Recreation
Course Project – Create a Business Plan
Assignment #4: Marketing & Promotional Plan

Assignment: **Marketing and Promotional Plan**

Rationale: Students will research to determine the “brand” of the agency. Based on this research, students will develop a marketing and promotional plan and design promotional materials for their specified program, which will help attract participants and educate them about the program's offerings.

Procedures: The following components should be included:

- 1. Discuss your marketing strategy:** Answer the following questions, which will help you to outline your promotional materials. Be specific and thorough in your response. Please do not copy and paste the questions. Use the questions as guides for developing the sections of your plan.
 - Who is your target audience?
 - How many people do you hope to expose to your marketing?
 - How many people do you hope to attend your program?
 - What promotional mix will you use? Discuss the “purchasing process” and identify the promotional material to use for each stage – for this assignment, you are only required to design a flyer and a press release – but, you should plan to create a thorough promotional mix (*social media, website, brochure, flyer, email, list serve, tabling, press release, etc.*) –
 - How will you distribute your materials?
 - Where will you distribute your materials?
 - When will you distribute your materials? How far in advance of your program?
 - Create a timeline – consistency is essential!
 - How does your program align with your agency's mission?
 - Who are your competitors, and what competitive advantage does your program have?
- 2. Design a promotional flyer using Canva or another design platform.**
 - Ensure that your flyer includes details about the setting, time, date, registration, and specific information about the program itself. You should also include contact information and a statement regarding your disability. Make sure your flyer is both eye-catching and concise.
- 3. Create a Wix site** for your program using graphics and other promotional material from Canva – your Wix site will have links to your registration form and any other pertinent information your participants need for the program – make sure to provide your link in the assignment so your classmates can access the site.
- 4. Develop a press release** copy to be prepared for sending to the public, announcing your program.
- 5. Develop a Marketing timetable** – this should include your promotional mix, discussing the timeframe for posting on social media, where and when you plan to hang flyers, when you plan to send out the press release, emails, and all other materials.

Note - remember – take into consideration the “branding” of all your material. It must be consistent and follow the branding scheme of your agency.