



Student Financial Assistance Aid Awareness

Marketing Plan



Aid Awareness Marketing Plan

1.0 Executive Summary

1.1 Mission Statement

1.2 Purpose of Marketing Plan

1.3 Brief Description

2.0 Situation Analysis

2.1 Market Summary

Market Demographics:



Market Needs:

Market Trends:

Market Growth:

2.2 S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities, Threats)

Strengths:

Weaknesses:

Opportunities:

Threats:



2.3 Competition

2.4 Keys to Success

2.5 Critical Issues

3.0 Marketing Strategy

3.1 Mission

3.2 Marketing Objectives



3.3 Financial Objectives

3.4 Target Marketing

3.5 Positioning

3.6 Marketing Mix

3.7 Marketing Research



3.8 Advertising/Promotion

4.0 Financials, Budgets and Forecasts

4.1 Budget/Expense Forecast
