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Schedule of Assignments

Marketing Plan Samples

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What goes into a Marketing Plan? There are different answers, they don't all look alike. A corporate marketing plan would look different from that for a small business or for a 1-person website or a student in Mimi's COIN 72 Class!

Browse the following and come up with your own version of outline; then fill in the details, numbers, statistics, etc.

How to Develop a Web Marketing Plan from Web Market Central:

http://www.webmarketcentral.com/how_to_write_a_web_marketing_plan.htm

Sample Marketing Plan (4 months to 1 hr) from Creative Marketing Solutions, Marcia Yudkin (you don't have to BUY anything, just read the center frame):

http://www.yudkin.com/sampleplan.htm

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