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Final Project Preparation - COIN 72

Week 9-10 DUE: 3/20/12

PROJECT REVIEW GRADING CHECKLIST

At Midterm time, most of you have proposed some e-marketing activity to be done at your Website and have been moving towards implementing it and gathering statistics on how it worked, what the results were, what you learned, etc.

To help us **prepare our Web Mktg Projects** (**2,000 word paper, due Tues 3/20, 2,000 words + 500 word Exec Summary posted in Discussions**), here's a **checklist from MODULES/Project** as a guide. Your finished product will be a REPORT/PAPER and DISCUSSIONS POSTING (**Exec Summary** with Q for discussion and Q&A with Classmates).

An **Exec Summary** of your plan is a 1-page focused description of your e-biz/Web Marketing initiative (condensed from the multipage e-biz plan mentioned above), stating the mission of the organization you are working for, the target industry you are in, the unique value you will provide, and your product sales or other goals. Describe what your marketing and sales strategy will be, and how you plan to accomplish those goals, including funds/resources (use a spreadsheet summary), and general approach to tactics/techniques/tools.

You need to have developed a marketing campaign to achieve a particular goal. This will consist of a description of goals, strategies, and processes and a time line for what will be accomplished each week for the next 3 months from now and beyond. The metrics (measurable outcomes/statistics gathered on success/flops) used in these programs can be sales oriented, market share focused, or donations if you are a non-profit organization -- these are hard numbers that are countable (not just the amount of traffic your website is receiving) that show your business goals, and numerically, how your marketing and sales plan will get you there.

Your project will be around 2,000 words showing what you learned/applied during this course, and how you plan to continue with your Web marketing after the class is over. Suggest using Word, 1-1/2 spacing, Times New Roman 12-point. Have a centered TITLE for your report, have subheadings on each page, number pages.

How much is 2,000 words? Use **Word Count** in Word/Tools. This whole posting is 1 page single spaced, 500 words.

Structure of the paper may follow Option B in Modules/Project:
Generic Web Marketing Implementation Plan

1. **Cover page** (ID, labeling, purpose of report, T of Contents/page)
2. **Intro** (firm and its function, selling what product/service?)
3. **Objectives of your marketing**/what kind of particular mktg campaign? what will you use/why?
4. **Outsourcing** parts of the marketing/what you will do yourself
5. **Examples** of marketing campaigns/similar efforts **by competitors**
6. Show how you would **manage the mktg project** (targets, tasks, dates, expenses, the unexpected, etc.)
7. **Staffing** the EC Web Marketing initiative (who will do what when? If it's just you, make a personal time-line of your tasks and your backups)
8. **Post-implementation audit** (how will you know if you've succeeded? how measure results?)
9. **Exec Summary/recap of your Project highlights** at the end (this is what you will post in Discussions/Projects during Wk 11).
10. **Appendix** (Optional: additional materials, such as sample Website screen shots, marketing materials, etc., not part of the 2,000 words).