**10 Year Marketing Plan**

One of the main topics we will study in Marketing Principles is the 4 P’s of Marketing: product, price, place, and promotion. Think about what these P’s mean as they relate to products. Think about yourself as a product and apply the P’s to your life as a “20something”. Daydream what your life will be like in 10 years!! Where do you see yourself and how will you get there??!

Create a 10 Year Marketing Plan using the chart below as a guide. Use markers, colored paper, and magazines and be creative! MARKET YOURSELF!

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| --- | --- |
| Product  What characteristics do you possess?  Do you possess skills that successful people have?  Name at least 5 employability skills that you will possess at age 26. | Place  Where will you live in 10 years? Why? What attracted you to this location? |
| Price  What career will you have chosen? What will your salary be? | Promotion  How did you market yourself to get here? What clubs/organizations will you join? How do you maintain your salary? What is professional development? Who is in your network? What is on your resume? |

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| --- | --- | --- |
| Rubric | Yes/no | Points Possible |
| Title & Name on front |  | 20 |
| Creativity/Time Used Wisely |  | 20 |
| Detailed info/Answered each question thoroughly |  | 20 |
| TOTAL |  |  |